

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 9, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	ONE DAY AT A TIME#	29.2	22,720	1	ONE DAY AT A TIME#	20.9	43,600
2	DALLAS	28.3	22,020	2	DALLAS	19.7	41,050
3	60 MINUTES	28.2	21,940	3	ALICE	18.8	39,270
4	JEFFERSONS	28.0	21,780	4	JEFFERSONS	18.6	38,740
5	ALICE	27.8	21,630	5	60 MINUTES	18.2	38,080
6	LOVE BOAT	25.1	19,530	6	LOVE BOAT	18.2	38,070
7	ARCHIE BUNKER'S PLACE	24.9	19,370	7	ARCHIE BUNKER'S PLACE	17.4	36,310
8	CBS WEDNESDAY NIGHT MOVIE	23.5	18,280	8	WORLD'S SPECTAC STUNTMAN(S)	16.9	35,230
9	THREE'S COMPANY#	22.9	17,820	9	DISNEY'S WONDERFUL WORLD	16.5	34,360
10	RAPE AND MARRIAGE(S)	22.3	17,350	10	THREE'S COMPANY#	16.4	34,320
11	FANTASY ISLAND	21.9	17,040	11	CBS WEDNESDAY NIGHT MOVIE	15.5	32,430
12	LITTLE HOUSE-PRAIRIE	21.5	16,730	12	LADIES' MAN	15.3	32,040
13	LADIES' MAN	21.2	16,490	13	FANTASY ISLAND	15.2	31,790
14	M*A*S*H	20.9	16,260	14	LITTLE HOUSE-PRAIRIE	15.0	31,300
14	REAL PEOPLE	20.9	16,260	15	DUKES OF HAZZARD#	14.8	30,840
14	WORLD'S SPECTAC STUNTMAN(S)	20.9	16,260	16	INCREDIBLE HULK#	14.7	30,620
17	BODY HUMAN:THE SEXES II(S)	20.6	16,030				
17	FLO	20.6	16,030				

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.9	21,130
2	ONE DAY AT A TIME#	25.4	20,720
3	JEFFERSONS	25.0	20,360
4	ALICE	23.8	19,420
5	60 MINUTES	22.6	18,450
6	ARCHIE BUNKER'S PLACE	22.3	18,160
7	LOVE BOAT	20.1	16,370
8	CBS WEDNESDAY NIGHT MOVIE	19.3	15,730
9	RAPE AND MARRIAGE(S)	18.8	15,330
10	FANTASY ISLAND	18.4	15,030
11	THREE'S COMPANY#	17.6	14,350
12	LADIES' MAN	17.4	14,150
13	LITTLE HOUSE-PRAIRIE	16.8	13,720
14	M*A*S*H	16.3	13,310
15	EIGHT IS ENOUGH	16.2	13,230
16	NBC MONDAY NIGHT MOVIES#	16.2	13,200

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	21.5	15,780
2	NFL MONDAY NIGHT FOOTBALL	19.4	14,230
3	DALLAS	18.0	13,210
4	ONE DAY AT A TIME#	17.6	12,900
5	JEFFERSONS	17.1	12,560
6	NFL FOOTBALL GAME 2-NBC	17.0	12,500
7	ALICE	16.9	12,410
7	CBS NFL FOOTBALL GAME 1	16.9	12,410
9	WORLD'S SPECTAC STUNTMAN(S)	16.9	12,370
10	ARCHIE BUNKER'S PLACE	16.6	12,190
11	THREE'S COMPANY#	16.6	12,180
12	THAT'S INCREDIBLE#	16.5	12,100
13	HOLMES/ALI CHAMP. FIGHT(S)	16.2	11,870
14	REAL PEOPLE	15.9	11,660
15	BIG EVENT	15.8	11,590
16	CAMPAIGN '80:ELECT-9.30P(S)	15.6	11,440
17	LOVE BOAT	15.0	11,010
18	CBS WEDNESDAY NIGHT MOVIE	14.6	10,740
18	DISNEY'S WONDERFUL WORLD	14.6	10,740
18	DUKES OF HAZZARD#	14.6	10,740

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NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	23.9	12,150
2	JEFFERSONS	21.9	11,150
3	ONE DAY AT A TIME#	21.4	10,900
4	CBS WEDNESDAY NIGHT MOVIE	20.9	10,620
5	ALICE	19.8	10,090
6	FANTASY ISLAND	19.5	9,910
7	LOVE BOAT	19.2	9,740
8	THREE'S COMPANY#	19.1	9,730
9	RAPE AND MARRIAGE(S)	18.3	9,320
10	WORLD'S SPECTAC STUNTMAN(S)	17.1	8,720
11	ARCHIE BUNKER'S PLACE	17.0	8,660
12	M*A*S*H	16.9	8,570
13	EIGHT IS ENOUGH	16.8	8,540
14	SOAP(S)	16.8	8,530
15	LADIES' MAN	16.2	8,240
16	60 MINUTES	16.1	8,170
17	ABC SUNDAY NIGHT MOVIE	15.7	7,960
18	SCARED STRAIGHT(S)	14.9	7,570
19	BODY HUMAN:THE SEXES II(S)	14.8	7,530
20	ABC FRIDAY NIGHT MOVIE#	14.2	7,230

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.1	8,710
2	ARCHIE BUNKER'S PLACE	32.2	7,980
3	ONE DAY AT A TIME#	32.0	7,950
4	ALICE	31.8	7,890
5	JEFFERSONS	30.7	7,620
6	LUCILLE BALL SPECIAL(S)	29.5	7,320
7	DALLAS	29.5	7,310
8	REAL PEOPLE	22.3	5,530
9	LITTLE HOUSE-PRAIRIE	22.0	5,470
10	LOVE BOAT	21.3	5,280
11	CAMPAIGN '80:ELECT-10.30P(S)	21.1	5,230
12	CAMPAIGN '80:ELECT-8.00P(S)	20.8	5,160
13	NBC MONDAY NIGHT MOVIES#	20.5	5,080
14	CAMPAIGN '80:ELECT-9.30P(S)	20.4	5,070
15	FLO	20.2	5,000
16	LADIES' MAN	20.1	4,990
17	CBS EVENING NEWS-CRONKITE	20.0	4,960
18	CAMPAIGN '80:ELECT-8.30P(S)	19.9	4,930
19	DECISION '80-ELECT-9.30P(S)	19.8	4,900
20	BOB HOPE SPECIAL(S)	19.7	4,880
21	DECISION '80-ELECT-9.00P(S)	18.6	4,610
22	CAMPAIGN '80:ELECT-9.00P(S)	18.5	4,600
23	RAPE AND MARRIAGE(S)	18.3	4,540
24	DUKES OF HAZZARD#	18.3	4,530

CONT'D

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	DECISION '80-ELECT-10.30P(S)	17.9	4,450
26	WHITE SHADOW(S)	17.7	4,400
27	ALONE AT LAST(S)	17.4	4,320
28	FANTASY ISLAND	17.2	4,270

CONT'D

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 9, 1980

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL MONDAY NIGHT FOOTBALL	19.3	9,360
2	WORLD'S SPECTAC STUNTMAN(S)	18.2	8,860
3	THREE'S COMPANY#	16.9	8,210
4	CBS NFL FOOTBALL GAME 1	16.7	8,100
5	SOAP(S)	16.2	7,850
6	NFL FOOTBALL GAME 2-NBC	16.0	7,790
7	HOLMES/ALI CHAMP. FIGHT(S)	15.8	7,670
8	60 MINUTES	15.6	7,590
9	BIG EVENT	15.6	7,570
10	DISNEY'S WONDERFUL WORLD	15.5	7,530
11	DALLAS	15.3	7,440
12	LOVE BOAT	14.9	7,260
13	THAT'S INCREDIBLE#	14.6	7,090
14	CBS WEDNESDAY NIGHT MOVIE	14.1	6,860
15	NFL FOOTBALL POST 2-NBC#	13.7	6,650
16	ONE DAY AT A TIME#	13.0	6,340
17	ABC SUNDAY NIGHT MOVIE	12.9	6,260
18	REAL PEOPLE	12.8	6,230

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	34.7	6,700
2	ARCHIE BUNKER'S PLACE	29.2	5,640
3	ONE DAY AT A TIME#	28.7	5,550
4	ALICE	28.1	5,440
5	JEFFERSONS	27.2	5,250
6	LUCILLE BALL SPECIAL(S)	26.5	5,130
7	DALLAS	24.9	4,810
8	CAMPAIGN '80:ELECT-9.30P(S)	24.8	4,790
9	CAMPAIGN '80:ELECT-9.00P(S)	24.0	4,630
10	REAL PEOPLE	21.9	4,240
11	CAMPAIGN '80:ELECT-10.30P(S)	21.3	4,110
12	CAMPAIGN '80:ELECT-8.30P(S)	21.2	4,090
13	DECISION '80-ELECT-10.30P(S)	20.6	3,990
14	BOB HOPE SPECIAL(S)	20.5	3,970
15	DECISION '80-ELECT-9.30P(S)	20.3	3,930
16	NFL FOOTBALL GAME 2-NBC	20.2	3,900
17	THAT'S INCREDIBLE#	20.1	3,880
18	NFL MONDAY NIGHT FOOTBALL	19.8	3,830
19	DUKES OF HAZZARD#	19.5	3,770
20	CAMPAIGN '80:ELECT-8.00P(S)	19.3	3,740
20	VEGA\$#	19.3	3,740
22	CBS EVENING NEWS-CRONKITE	19.1	3,690
23	DECISION '80-ELECT-9.00P(S)	19.0	3,670
24	LITTLE HOUSE-PRAIRIE	18.9	3,650

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	DECISION '80-ELECT-8.30P(S)	18.5	3,570
26	GAMES PEOPLE PLAY#	18.0	3,480

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
*EVENING																																				
ABC FRIDAY NIGHT MOVIE												2	194	A 14.2	23	1105	1838	816	343	916	383	655	537	419	208	583	224	417	412	306	118	211	92	128	102	
2 FRI. 9.00P 140 ABC FF												98	B 15.4	25	1198	1892	727	334	817	363	571	471	363	197	626	276	446	409	291	140	281	137	168	130		
9.00 - 9.30													A 13.4	21	1043	1881	825	346	931	371	610	515	398	267	566	184	370	393	310	147	204	102	180	114		
9.30 - 10.00													A 13.0	21	1011	1855	816	346	918	388	638	527	406	226	594	236	421	440	304	123	190	82	153	120		
10.00 - 10.30													A 14.6	23	1136	1842	831	350	910	381	676	571	431	179	586	240	427	418	294	111	214	91	132	114		
10.30 - 11.00													A 14.7	24	1144	1781	801	347	901	377	671	544	429	178	575	217	427	424	317	98	227	106	78	78		
11.00 - 11.30													A 16.0	30	1245	1833	790	314	917	396	675	520	429	191	585	242	440	377	300	109	233	79	98	87		
ABC NEWSBRIEF-M-F												28	190	190	A 15.9	25	1237	1714	693	287	766	273	442	418	353	255	616	233	359	318	254	215	146	69	186	130
1 MON. 8.53P 2 ABC N												97	97	B 16.1	26	1253	1756	663	270	735	270	430	388	328	242	657	258	400	353	288	211	170	80	194	138	
1 WED. 9.28P 1																																				
1 THU. 9.58P 1																																				
1 FRI. 8.57P 2																																				
2 MWF 8.58P 1																																				
ABC NEWSBRIEF-SAT.												6	196	196	A 23.8	40	1852	2011	806	346	903	364	557	493	380	273	597	265	394	302	237	169	208	113	303	245
1 SAT. 9.58P 1 ABC N												98	98	B 21.1	37	1642	2024	771	311	854	336	524	443	354	267	589	245	365	309	237	180	237	138	344	269	
2 SAT. 9.28P 1																																				
ABC NEWSBRIEF-SUN.												6	183	194	A 14.1	21	1097	2026	762	337	823	339	539	427	362	223	715	259	442	371	328	245	148	77	340	216
SUN. 7.58P 1 ABC N												97	98	B 14.3	23	1113	2023	723	303	783	322	492	407	320	238	721	265	468	403	330	221	174	85	345	216	
ABC SUNDAY NIGHT MOVIE												6	200	196	A 17.3	25	1346	1897	711	341	789	408	590	446	317	134	666	292	465	395	294	148	289	116	153	134
1 SUN. 8.00P 175 ABC FF												99	99	B 19.5	30	1517	1906	752	347	826	380	587	476	364	180	674	299	472	416	305	150	229	105	177	133	
2 SUN. 8.00P 158																																				
8.00 - 8.30													A 16.9	25	1315	2011	731	364	812	398	609	463	348	146	690	300	465	390	296	173	264	91	245	199		
8.30 - 9.00													A 18.3	26	1424	1952	691	345	769	381	586	457	335	121	683	291	478	404	306	154	280	104	220	185		
9.00 - 9.30													A 18.8	27	1463	1884	691	313	765	393	565	434	302	134	656	283	469	401	298	136	309	129	154	133		
9.30 - 10.00													A 18.5	27	1439	1870	702	315	772	411	581	434	292	131	664	301	473	398	295	135	304	124	130	125		
10.00 - 10.30													A 16.4	24	1276	1835	710	362	785	414	581	427	312	136	675	303	470	407	301	145	302	122	73	73		
10.30 - 11.00													A 13.2	22	1027	1599	797	406	937	552	698	503	307	163	489	205	339	296	214	118	173	120	LT	LT		
ABC WORLD NEWS TONIGHT												29	197	192	A 12.2	22	949	1612	686	257	747	186	307	320	353	360	665	184	336	335	315	268	72	42	128	67
M-F 6.30P 30 ABC N												99	97	B 11.5	22	895	1618	676	227	751	191	323	324	361	350	653	181	319	319	314	273	83	46	131	79	
ABC WRLD NEWS TONIGHT-SUN												5	151	148	A 7.2	13	560	1602	766	250	801	179	309	350	384	379	636	146	234	244	237	344	61	41	104	80
SUN. 6.30P 30 ABC N												82	82	B 7.2	13	560	1595	745	274	785	183	304	342	348	394	618	147	259	281	266	297	59	31	133	82	
ALICE												2	195	195	A 27.8	40	2163	1816	833	286	899	252	467	452	405	365	574	153	273	264	270	252	151	86	192	145
SUN. 9.00P 30 CBS CS												99	99	B 27.8	40	2163	1816	833	286	899	252	467	452	405	365	574	153	273	264	270	252	151	86	192	145	
ALONE AT LAST(S)													193		A 18.7	29	1455	1568	673	282	742	231	402	381	328	296	532	184	253	260	215	212	155	66	139	119
2 MON. 9.30P 30 NBC CS												98																								
ANDERSON COMMITTEE 1(S)													188		A 9.0	14	700	1460	521	175	582	219	268	231	177	259	646	162	320	308	332	301	81	38	151	110
2 MON. 8.43P 17 ABC P												97																								
ANDERSON COMMITTEE 3(S)												199		A 12.4	23	965	1428	680	231	784	205	367	386	377	317	589	167	274	248	248	277	55	55	LT	LT	
1 THU. 10.56P 4 ABC P												99																								
ANDERSON FOR PRES.-SUN 3(S)												194		A 14.9	25	1159	1513	770	255	782	231	436	451	374	278	591	243	360	298	271	189	98	58	42	34	
1 SUN. 10.56P 4 CBS P												99																								
ANDERSON POLITICAL-CBS(S)													181		A 6.7	13	521	1138	525	142	673	117	349	291	396	300	434	134	257	219	234	177	31	LT	LT	LT
2 MON. 10.30P 30 CBS P												98																								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18- 34	WOMEN 18- 49		25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM	TOTAL 6-11					
EVENING CONT'D																																	
CAMPAIGN '80:ELECT-9.00P(S)						186		A	18.4	26	1432	1681	717	271	798	188	370	435	429	321	729	146^	339	368	420	323	72^	26v	82^	62^			
2 TUE. 9.00P 23 CBS P						96																											
CAMPAIGN '80:ELECT-9.30P(S)						189		A	19.9	28	1548	1630	719	254	825	202	404	438	432	328	740	150^	345	376	433	310	46^	15v	19v	19v			
2 TUE. 9.30P 53 CBS P						99																											
9.30 - 10.00								A	20.1	28	1564	1636	699	260	803	201	397	435	420	314	748	140^	347	388	436	317	69^	27v	16v	16v			
10.00 - 10.30								A	19.5	27	1517	1635	749	245	859	205	417	445	449	350	734	165	345	366	433	299	18v	LT	24v	24v			
CAMPAIGN '80:ELECT-10.30P(S)						189		A	17.4	26	1354	1672	763	237	870	186	390	423	460	386	758	201	365	376	396	305	18v	LT	26v	26v			
2 TUE. 10.30P 23 CBS P						99																											
CAMPAIGN '80:PRE ELECTION(S)						178		A	10.8	17	840	1451	596	135^	718	142^	379	379	420	268^	532	161^	259^	292	284	226^	155^	54v	46v	46v			
2 MON. 9.30P 30 CBS P						98																											
CARTER/MONDALE COMM. 1(S)						197		A	16.5	25	1284	1868	660	250	707	247	447	375	364	221	762	319	478	421	318	220	164^	58^	235	169^			
1 MON. 8.55P 4 ABC P						97																											
CARTER/MONDALE COMM. 2(S)						186		A	8.1	13	630	1376	522	159^	573	180^	247^	233^	206^	272^	580	132^	258^	278^	325^	282^	67v	34v	156^	100^			
2 MON. 8.24P 19 ABC P						97																											
CARTER/MONDALE-POLIT.-WED(S)						194		A	8.7	16	677	1589	651	231^	731	271^	408	364	283^	256^	672	265^	448	436	318^	155^	164^	31v	22v	22v			
1 WED. 10.55P 5 NBC P						98																											
CARTER/MONDALE POLIT.-MO.(S)						194		A	6.2	13	482	1581	680	168^	736	227^	353^	285^	352^	383^	789	188^	327^	411^	397^	378^	38v	LT	18v	18v			
2 MON. 10.45P 5 NBC P						99																											
CBS EVENING NEWS-CRONKITE						30	195	191	A	16.0	28	1245	1563	684	206	760	144	288	314	378	399	622	130	272	288	334	297	83	41^	98	56		
M-F 6.30P 30 CBS N						99	98	B	14.0	26	1089	1530	698	211	765	153	285	326	363	402	594	124	266	270	312	286	80	37	91	53			
CBS EVENING NEWS-DEAN						34	135	152	A	10.1	17	786	1514	666	242	708	171	307	320	285	349	629	120^	261	329	335	274	87^	43^	90^	52^		
SUN. 6.30P 30 CBS N						77	83	B	8.9	19	692																						
CBS SAT. NEWS-SCHIEFFER						52	139	138	A	11.7	22	910	1571	631	174	702	112^	226	278	325	394	727	222	388	293	347	297	51^	16v	91^	40^		
SAT. 6.30P 30 CBS N						85	84	B	9.7	21	755																						
CBS SATURDAY NIGHT MOVIE						17	186	192	A	13.8	24	1074	1773	699	262	786	234	447	445	421	252	677	236	401	374	342	218	115	48^	195	150		
1 SAT. 9.00P 115 CBS FF						98	99	B	12.5	24	973																						
2 SAT. 9.00P 120																																	
9.00 - 9.30								A	12.2	20	949	1877	746	291	839	287	481	473	408	262	704	251	416	403	344	224	106^	49^	228	172			
9.30 - 10.00								A	13.4	23	1043	1849	716	291	816	281	486	450	407	246	708	250	429	416	356	212	109^	41^	216	168			
10.00 - 10.30								A	14.7	26	1144	1677	668	237	744	189	417	427	430	248	637	218	374	344	329	211	122	46^	174	135			
10.30 - 11.00								A	15.2	28	1183	1692	670	236	739	186	408	430	428	243	662	224	386	343	343	224	131	53^	160	126			
CBS TUESDAY NIGHT MOVIES						19	170		A	16.9	25	1315	1793	655	255	749	315	496	439	316	192	739	235	463	475	422	185	128^	60^	177^	118^		
1 TUE. 8.00P 84 CBS FF						96		B	15.3	26	1190																						
8.00 - 8.30								A	15.1	23	1175	1709	622	234	727	293	467	415	316	202	711	200^	423	476	435	188^	84^	36v	187^	124^			
8.30 - 9.00								A	17.1	25	1330	1866	680	274	773	342	523	455	321	185	741	239	472	482	418	181	157^	84^	195	130^			
9.00 - 9.30								A	19.1	27	1486	1771	649	253	730	301	484	438	308	186	758	262	489	466	407	186	140^	57^	143^	95^			
CBS WEDNESDAY NIGHT MOVIE						27	191	192	A	23.5	38	1828	1774	780	304	861	360	582	491	407	219	589	246	376	338	251	155	197	96	127	104		
1 WED. 9.00P 115 CBS FF						99	99	B	16.3	27	1268																						
2 WED. 9.00P 120																																	
9.00 - 9.30								A	22.0	34	1712	1824	750	317	830	341	556	485	399	210	584	252	380	345	239	153	219	103	191	142			
9.30 - 10.00								A	24.3	38	1891	1783	789	304	865	364	574	493	405	226	591	246	369	335	248	161	196	93	131	112			
10.00 - 10.30								A	24.6	40	1914	1722	788	299	864	360	585	495	403	218	586	240	369	334	249	157	178	92	94	80			
10.30 - 11.00								A	23.5	41	1828	1751	774	294	867	366	597	486	413	216	583	242	380	334	257	147	205	102	96	82			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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								AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
DUKES OF HAZZARD(B-CONT'D																																	
2	WED.	8.00P	60	CBS	CS		99		A 18.2	28	1416	2086	560	190	634	235	381	334	303	194	634	263	413	335	277	190	280	128^	538	375			
		8.00 - 8.30							A 19.7	30	1533	2114	573	186	659	272	425	353	298	179	628	275	419	347	262	181	305	134^	522	382			
		8.30 - 9.00																															
DUKES OF HAZZARD																																	
1	FRI.	8.00P	60	CBS	CS	54	198		A 19.1	33	1486	2075	773	308	807	242	462	392	411	305	724	210	394	369	396	255	148^	61^	396	259			
		8.00 - 8.30					99		B 21.9	38	1704																						
		8.30 - 9.00							A 17.9	32	1393	2080	771	278	794	233	437	374	407	314	730	208	395	373	391	264	149^	61^	407	262			
									A 20.2	35	1572	2071	775	334	818	250	484	408	414	297	716	213	393	371	398	244	148^	61^	389	254			
ED CLARK FOR PRES. COMM 2(S)																																	
1	SUN.	10.55P	5	ABC	P		198		A 9.2	16	716	1622	808	354	952	498	653	474	350	214^	533	196^	336	273^	232^	176^	137^	98^	LT	LT			
							99																										
ED CLARK FOR PRES COMM-1(S)																																	
2	MON.	8.00P	5	ABC	P		185		A 12.2	19	949	1470	599	238^	621	259	353	304	237^	190^	682	201^	386	332	350	272	LT	LT	167^	86^			
							97																										
ED CLARK FOR PRESIDENT-2(S)																																	
2	MON.	9.24P	5	CBS	P		179		A 17.2	25	1338	1743	692	273	819	283	504	486	390	258	528	179	306	312	263	168^	219	84^	177	144^			
							99																										
ED CLARK FOR PRESIDENT(S)																																	
1	TUE.	9.24P	4	CBS	P		175		A 17.9	26	1393	1697	653	244	726	278	453	409	307	210	761	258	474	455	411	199	109^	48^	101^	71^			
							97																										
ED CLARK-PRES.-THU.(S)																																	
1	THU.	10.55P	5	NBC	P		190		A 10.8	20	840	1819	577	279^	742	287	464	362	270^	246^	708	256^	520	436	381	157^	219^	57^	150^	105^			
							97																										
ED CLARK-PRES.-MON 1(S)																																	
							194		A 6.9	14	537	1555	666	149^	720	196^	318^	249^	358^	402^	781	174^	288^	387^	394^	394^	36^	LT	18^	18^			
2 MON. 10.55P 5 NBC P																																	
							99																										
EIGHT IS ENOUGH																																	
1	WED.	8.00P	90	ABC	CS	2	200	202	A 19.8	31	1540	1905	773	335	859	364	556	495	345	240	581	252	357	271	209	192	208	134	257	171			
2	WED.	8.00P	60				99	99	B 19.8	31	1540	1905	773	335	859	364	556	495	345	240	581	252	357	271	209	192	208	134	257	171			
		8.00 - 8.30							A 18.0	28	1400	1868	757	336	842	343	532	473	340	252	568	218	332	261	211	206	203	124	255	164			
		8.30 - 9.00							A 18.9	29	1470	1882	756	320	851	367	548	478	326	247	574	243	345	254	207	199	203	136	254	163			
		9.00 - 9.30							A 25.5	39	1984	1973	811	356	886	385	590	540	371	217	606	304	399	306	213	160	221	148	260	191			
'80 VOTE-7.00 PM(S)																																	
2	TUE.	7.00P	23	ABC	P		117		A 7.6	13	591	1519	765	314^	765	276^	361^	380^	380^	293^	713	285^	398^	345^	295^	274^	41^	16^	LT	LT			
							77																										
'80 VOTE-7.30 PM(S)																																	
2	TUE.	7.30P	23	ABC	P		140		A 8.6	14	669	1604	712	401	712	278^	361	353^	314^	240^	653	266^	358	343^	278^	244^	60^	34^	179^	126^			
							83																										
'80 VOTE-8.00 PM(S)																																	
2	TUE.	8.00P	23	ABC	P		184		A 14.5	22	1128	1723	689	265	739	203^	353	348	324	303	702	221	376	367	346	286	133^	68^	149^	111^			
							94																										
'80 VOTE-8.30 PM(S)																																	
2	TUE.	8.30P	23	ABC	P		191		A 15.6	22	1214	1765	755	270	793	260	427	413	344	277	699	231	395	369	330	254	129^	48^	144^	105^			
							99																										
'80 VOTE-9.00 PM(S)																																	
2	TUE.	9.00P	23	ABC	P		191		A 16.4	23	1276	1800	737	274	824	277	461	447	393	273	707	248	410	395	341	244	161^	67^	108^	81^			
							99																										
'80 VOTE-9.30 PM(S)																																	
2	TUE.	9.30P	53	ABC	P		193		A 15.4	21	1198	1684	710	265	826	328	485	404	364	276	669	236	396	390	349	211	129^	48^	60^	30^			
		9.30 - 10.00					99		A 15.9	22	1237	1723	734	278	843	319	481	407	389	291	665	225	391	383	355	217	140^	52^	75^	44^			
		10.00 - 10.30							A 14.8	20	1151	1626	672	245	798	336	488	405	329	249	671	247	398	403	340	198^	118^	43^	39^	9^			
'80 VOTE-10.30 PM(S)																																	
2	TUE.	10.30P	30	ABC	P		193		A 14.9	22	1159	1692	723	220	823	313	482	430	351	268	731	261	430	411	358	240	108^	51^	30^	10^			
							99																										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
																	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																		
FANTASY ISLAND																																		
1	SAT.	10.00P	55	ABC	A		3	201	201	A	21.9	40	1704	1866	788	348	883	394	582	484	354	250	558	246	360	292	224	162	183	92	242	201		
2	SAT.	9.30P	90							B	21.5	39	1673	1854	747	326	845	380	562	460	345	233	566	256	366	302	225	160	197	110	246	196		
9.30 - 10.00																																		
10.00 - 10.30																																		
10.30 - 11.00																																		
FLO																																		
MON.		8.00P	30	CBS	CS		2	188	188	A	20.6	31	1603	1858	719	248	812	244	441	409	377	312	535	160	290	283	249	204	175	106	336	213		
GAMES PEOPLE PLAY																																		
1	THU.	8.00P	60	NBC	PV		6	199		B	17.7	30	1377	1836	666	240	729	219	382	347	338	294	650	194	354	338	305	252	164	59	293	178		
8.00 - 8.30																																		
8.30 - 9.00																																		
HALLOWEEN IS GRINCH NIGHT(S)																																		
1	THU.	8.00P	30	ABC	EA					A	15.4	26	1198	2229	643	186	695	321	492	430	298	152	470	178	321	308	232	125	202	99	862	575		
HALLOWEEN-ALMOST WASN'T(S)																																		
1	THU.	8.30P	30	ABC	EA					A	16.4	27	1276	2161	658	180	715	311	516	449	316	160	486	192	339	326	238	117	176	87	784	518		
HOLMES/ALI CHAMP. FIGHT(S)																																		
1	FRI.	9.00P	107	ABC	SE					A	15.5	26	1206	1776	497	239	542	165	330	341	348	142	984	329	636	606	506	275	101	4	149	118		
9.00 - 9.30																																		
9.30 - 10.00																																		
10.00 - 10.30																																		
I'M A BIG GIRL NOW																																		
FRI.		8.30P	30	ABC	CS		2	197	198	A	16.5	28	1284	1650	735	318	831	249	424	430	411	310	485	150	254	233	225	194	151	93	183	122		
INCREDIBLE HULK																																		
2	FRI.	8.00P	60	CBS	SF		1	199		B	18.6	31	1447	2116	637	240	724	257	447	408	321	237	632	182	364	383	317	209	174	91	586	385		
8.00 - 8.30																																		
8.30 - 9.00																																		
IT'S A LIVING																																		
THU.		9.30P	30	ABC	CS		2	199	200	A	16.8	27	1307	1561	668	261	742	279	457	425	338	225	577	225	360	308	243	188	125	66	117	87		
J.CARTER FOR PRES. 3(S)																																		
1	FRI.	10.56P	4	CBS	P					B	16.8	27	1307	1561	668	261	742	279	457	425	338	225	577	225	360	308	243	188	125	66	117	87		
J.CARTER FOR PRES.-4(S)																																		
1	SAT.	10.56P	4	CBS	P					A	19.2	37	1494	1859	913	272	1011	351	554	448	444	363	610	192	305	320	289	240	90	51	148	118		
JEFFERSONS																																		
SUN.		9.30P	30	CBS	CS		2	187	194	A	28.0	40	2178	1779	867	297	934	279	512	493	436	349	577	167	285	274	269	242	139	81	129	106		
LADIES' MAN																																		
MON.		8.30P	30	CBS	CS		2	186	179	A	21.2	31	1649	1943	757	275	859	276	499	443	398	303	558	177	317	307	272	191	216	125	310	198		
LASSITER(S)																																		
2	THU.	10.00P	60	NBC	GD					A	13.1	23	1019	1540	688	299	755	268	481	433	369	214	723	222	390	388	424	254	32	LT	30	30		
10.00 - 10.30																																		
10.30 - 11.00																																		
A 13.8 23 1074																																		
A 12.4 22 965																																		
A 13.8 23 1074																																		
A 12.4 22 965																																		

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS. SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK # DAY START TIME DUR NET TYPE										PROG. TYPE			K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
																TOTAL PERSONS OF HOUSEHOLD					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
																TOTAL					TOTAL					TOTAL					TOTAL		TOTAL					
																18-34					18-49					18-49					12-17		2-11					
																25-34					25-34					25-34					12-17		2-11					
																35-44					35-44					35-44					12-17		2-11					
																45-54					45-54					45-54					12-17		2-11					
																55+					55+					55+					12-17		2-11					
																55+					55+					55+					12-17		2-11					
																55+					55+					55+					12-17		2-11					
																55+					55+					55+					12-17		2-11					
																55+					55+					55+					12-17		2-11					
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																55+					55+					55+					12-17		2-11					
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																55+					55+					55+					12-17		2-11					
																55+					55+					55+					12-17		2-11					
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																55+					55+					55+					12-17		2-11					
																55+					55+					55+					12-17		2-11					
																55+					55+					55+					12-17		2-11					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														TOTAL	18-34	WOMEN			MEN			TOTAL		TOTAL		TOTAL														
																18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	6-11												
EVENING CONT'D																																								
NBC MOVIE OF THE W-CONT'D																																								
2 WED. 9.00P 120																																								
9.00 - 9.30																		A	13.8	21	1074	1723	664	258	754	258	422	379	319	248	748	256	444	458	407	221	110^	32^	111^	77^
9.30 - 10.00																		A	14.6	23	1136	1681	672	260	756	252	418	383	324	249	728	245	433	450	395	209	129	48^	68^	55^
10.00 - 10.30																		A	14.3	23	1113	1669	666	274	736	232	409	387	339	247	767	277	464	453	404	223	126	44^	40^	35^
10.30 - 11.00																		A	13.9	24	1081	1671	683	257	729	226	396	387	340	253	795	284	485	463	421	232	117	44^	30^	25^
NBC NEWS SPECIAL REPORT(S)																																								
1 FRI. 10.00P 30 NBC N																		A	8.3	14	646	1766	878	249^	920	240^	445	454	398	372	626	239^	396	370	270^	188^	69^	18^	151^	118^
NBC NEWS UPDATE-M-F																																								
1 MWTH 8.58P 1 NBC N																		A	16.2	25	1260	1812	713	280	775	226	398	377	343	311	671	211	350	364	327	241	133	55	233	168
1 TU & F 9.09P 1																		B	18.8	30	1463	1786	718	237	779	245	402	377	346	309	625	193	329	319	296	245	136	63	246	162
2 MON. 9.18P 1																																								
2 WED. 8.58P 1																																								
2 THU. 9.05P 1																																								
2 FRI. 9.04P 1																																								
NBC NEWS UPDATE-SAT.																																								
SAT. 9.04P 1 NBC N																		A	13.5	23	1050	1780	633	245	701	195	345	287	330	306	764	223	388	372	377	320	157	40^	158	106^
SAT. 9.04P 1 NBC N																		B	12.0	21	934	1833	779	252	822	213	376	368	365	378	710	209	347	341	338	303	100	33	201	111
NBC NEWS UPDATE-SUN.																																								
1 SUN. 8.58P 1 NBC N																		A	17.5	25	1362	2087	685	313	743	259	432	420	363	244	778	288	488	434	390	238	201	61^	365	237
2 SUN. 9.10P 1																		B	19.7	29	1533	2020	732	320	804	291	499	463	398	232	768	287	481	422	374	229	160	69	288	187
NBC NIGHTLY NEWS-SAT.																																								
SAT. 6.30P 30 NBC N																		A	10.9	21	848	1660	762	226	820	160	314	294	327	436	668	142^	293	297	292	329	30^	20^	142^	83^
SAT. 6.30P 30 NBC N																		B	9.4	18	731	1722	738	191	811	182	325	292	333	412	704	132	292	320	339	350	63	30	144	75
NBC NIGHTLY NEWS																																								
M-F 6.30P 30 NBC N																		A	13.5	24	1050	1629	702	275	778	179	335	312	342	387	703	193	329	306	296	320	48^	22^	100	65
M-F 6.30P 30 NBC N																		B	12.3	23	957	1594	720	244	771	177	319	309	343	392	658	175	306	301	290	305	54	26	111	66
NBC SATURDAY NIGHT MOVIES																																								
2 SAT. 8.00P 180 NBC FF																		A	13.7	24	1066	1870	628	233	684	224	432	378	341	192^	842	245	494	494	462	260	238	40^	106^	89^
8.00 - 8.30																		B	13.6	25	1058	1903	785	252	848	239	451	435	406	314	738	221	402	400	371	266	123	39	194	116
8.30 - 9.00																		A	12.4	22	965	1920	670	257	730	223^	432	378	346	238^	866	236^	498	499	467	286	188^	29^	136^	97^
9.00 - 9.30																		A	13.4	23	1043	1892	624	233	681	200^	403	354	331	223^	836	239	486	488	463	272	237	31^	138^	102^
9.30 - 10.00																		A	13.9	24	1081	1856	616	237	667	214^	433	384	356	173^	809	244	480	466	437	258	249	52^	131^	111^
10.00 - 10.30																		A	14	6	1136	1849	635	239	684	229	442	402	344	175^	839	249	490	489	455	260	243	54^	83^	75^
10.30 - 11.00																		A	14.5	26	1128	1871	641	219	695	242	459	397	348	174^	848	251	506	518	477	230	248	30^	80^	80^
10.30 - 11.00																		A	13.4	25	1043	1829	607	225^	658	243	426	364	313	172^	861	252	506	507	474	256	239	32^	71^	71^
NBC THURSDAY NIGHT MOVIES																																								
1 THU. 9.00P 115 NBC FF																		A	15.2	25	1183	1708	627	242	689	240	407	371	292	222	716	263	439	422	376	188	167	53^	136	99^
2 THU. 8.00P 120																		B	20.0	33	1556	1777	727	271	789	309	501	436	364	222	671	259	440	405	334	174	182	79	135	92
8.00 - 8.30																		A	14.6	23	1136	1710	630	221	664	204^	325	317	277	272	698	248	389	393	365	219	138^	55^	210	153^
8.30 - 9.00																		A	15.6	24	1214	1741	648	229	663	209	334	333	273	261	728	256	401	427	387	214	166^	67^	184^	135^
9.00 - 9.30																		A	15.8	25	1229	1671	640	247	672	228	396	383	295	212	729	267	436	427	376	193	144	52^	126	91^
9.30 - 10.00																		A	16.2	26	1260	1662	638	221	684	236	414	389	302	207	720	265	429	425	382	191	152	44^	106	81^
10.00 - 10.30																		A	13.9	23	1081	1814	590	289	758	308	517	403	297	198^	705	286	504	417	350	147^	237	59^	114^	88^
10.30 - 11.00																		A	13.2	23	1027	1810	564	272	724	284	479	378	286	205^	724	270	541	455	392	141^	245	66^	117^	79^
NEWSBREAK-M-F																																								
1 M & W 8.58P 1 CBS N																		A	17.4	27	1354	1937	703	279	800	261	453	380	372	293	622	205	354	312	308	217	200	90	315	189
1 TJE. 9.04P 1																		B	14.3	23	1113																			
1 THU. 8.55P 4																																								
1 FRI. 8.57P 2																																								
CONT'D																																								

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PROGRAM NAME										I/C THIS SEASON		NO OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	TOTAL	18-34
EVENING CONT'D																															
NEWSBREAK-M-F-CONT'D																															
2 MWF 8.58P 1																															
2 THU. 8.54P 1																															
NEWSBREAK-SAT. 56 175 179																															
SAT. 8.58P 1 CBS N 93 93																															
NEWSBREAK-SUN. 56 179 181																															
SUN. 8.58P 1 CBS N 95 95																															
NFL MONDAY NIGHT FOOTBALL 8 204 203																															
1 MON. 9.00P 161 ABC SE 99 99																															
2 MON. 9.00P 203																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
11.00 - 11.30																															
11.30 - 12.00																															
12.00 - 12.30																															
ONE DAY AT A TIME 1 196																															
2 SUN. 8.30P 30 CBS CS 99																															
RAGGEDY ANN & ANDY-PMPKIN(S) 188																															
1 WED. 8.30P 30 CBS EA 97																															
RAPE AND MARRIAGE(S) 189																															
1 THU. 9.00P 120 CBS GD 99																															
9.00 - 9.30																															
9.30 - 10.00																															
10.00 - 10.30																															
10.30 - 11.00																															
REAGAN/BUSH COMM. 2(S) 199																															
1 SAT. 10.56P 4 ABC P 99																															
REAGAN/BUSH COMM. 2(S) 186																															
2 MON. 8.05P 19 ABC P 97																															
REAGAN/BUSH POLITICAL-FRI(S) 187																															
1 FRI. 10.30P 30 NBC P 98																															
REAGAN/BUSH POLIT.-MON 1(S) 195																															
2 MON. 10.00P 30 NBC P 99																															
REAGAN FOR PRES.-WED 1(S) 193																															
1 WED. 10.56P 4 CBS P 99																															
REAL PEOPLE 7 211 214																															
WED. 8.00P 60 NBC PV 99 99																															
8.00 - 8.30																															
8.30 - 9.00																															
REPUBLICAN POLITICAL-CBS(S) 183																															
2 MON. 10.00P 30 CBS P 99																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	ING	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																																	
VEGA\$-CONT'D																																	
		10.00 - 10.30							A	15.7	25	1221	1801	737	370		846	297	474	413	368	309	710	260	380	308	283	299	213	96^	32^	32^	
		10.30 - 11.00							A	15.5	26	1206	1824	773	367		879	294	494	441	403	312	697	246	370	310	279	287	214	90^	34^	34^	
WHITE SHADOW(S)																																	
	1 THU.	8.00P	60	CBS	GD		185		A	17.5	29	1362	1791	719	319		815	262	436	355	389	322	614	188	333	256	294	242	160^	61^	202	87^	
		8.00 - 8.30							A	16.6	28	1291	1782	719	326		819	260	433	358	390	326	607	185	326	244	287	240	160^	65^	196	85^	
		8.30 - 9.00							A	18.4	30	1432	1794	720	312		813	268	440	352	384	319	617	190	338	263	298	244	156^	54^	208	91^	
WKRP IN CINCINNATI(B)																																	
	1 MON.	9.30P	30	CBS	CS		183		A	18.6	29	1447	1621	726	254		798	401	569	444	293	188	563	219	342	310	235	185	170	112^	90^	69^	
WKRP IN CINCINNATI																																	
	SAT.	8.00P	30	CBS	CS		2	197	B	15.1	26	1175	1814	727	223		798	263	417	390	363	299	673	254	410	357	302	214	100^	46^	243	157	
								98	B	15.1	26	1175	1814	727	223		798	263	417	390	363	299	673	254	410	357	302	214	100	46	243	157	
WORLD'S SPECTAC STUNTMAN(S)																																	
	1 TUE.	8.00P	60	ABC	U		197		A	20.9	31	1626	2167	724	253		761	286	535	476	371	189	760	347	544	486	312	166	217	74^	429	281	
		8.00 - 8.30							A	19.3	29	1502	2181	729	267		757	284	541	480	371	183	752	336	521	460	297	181	238	94^	434	281	
		8.30 - 9.00							A	22.5	33	1751	2148	719	241		761	286	529	477	374	189	769	357	565	505	324	152	195	56^	423	279	
*LATE FRINGE																																	
ABC NEWS:NIGHTLINE T-TH																																	
	1 TUE.	11.41P	90	ABC	N		17	191	A	7.7	29	599	1314	578	249		665	175	305	315	339	276	630	188	325	291	299	260	17^	8^	LT	LT	
	1 WED.	11.30P	31					97	B	7.9	27	615	1392	598	222		664	203	348	329	341	239	668	234	373	331	313	245	49	17	11	LT	
	THU.	11.30P	20																														
	2 WED.	11.30P	108																														
		11.30 - 12.00							A	7.9	25	615	1449	599	248		714	209	352	349	355	275	675	210	344	316	303	276	50^	25^	10^	LT	
		12.00 - 12.30							A	8.9	33	692	1312	590	260		666	153	296	317	359	288	646	187	349	318	327	251	LT	LT	LT	LT	
		12.30 - 1.00							A	6.1	31	475	1189	575	282		627	135	266	289	330	279	562	156	280	215	259	259	LT	LT	LT	LT	
ABC NEWS:NIGHTLINE MON																																	
	1 MON.	12.18A	23	ABC	N		6	194	A	5.2	29	405	1188	281^	143^		360	191^	244^	215^	147^	68^	828	401	613	518	346	188^	LT	LT	LT	LT	
	2 MON.	12.59A	25					98	B	5.0	27	389	1254	390	142		447	182	272	237	217	130	778	346	509	444	316	208	29	LT	LT	LT	
ABC WEEKEND REPORT-SAT.																																	
	SAT.	11.00P	15	ABC	N		6	175	A	7.2	15	560	1755	652	269		721	228	372	381	385	256	765	358	523	416	288	212^	185^	125^	84^	68^	
								93	B	7.4	16	576	1562	622	243		670	223	408	374	372	198	639	265	401	340	263	205	135	85	118	79	
ABC WEEKEND REPORT-SUN.																																	
	1 SUN.	11.00P	30	ABC	N		6	164	A	4.1	9	319	1464	564	151^		564	173^	363^	329^	322^	147^	766	272^	404	427	368^	292^	72^	72^	62^	62^	
	2 SUN.	11.00P	15					93	B	4.7	12	366	1437	556	197		588	167	348	332	352	167	713	249	412	458	355	219	85	26	51	45	
ANDERSON FOR PRES.-TUE 1(S)																																	
	1 TUE.	11.41P	4	CBS	P		170		A	8.7	22	677	1430	677	179^		677	165^	429	432	443	166^	753	230^	503	460	399	204^	LT	LT	LT	LT	
								93																									
ANDERSON POLITICAL-TUE.(S)																																	
	1 TUE.	11.38P	5	NBC	P		204		A	10.0	22	778	1355	771	236^		797	170^	288^	301^	385	413	558	145^	301^	272^	275^	237^	LT	LT	LT	LT	
								99																									
CAMPAIGN COUNTDOWN TUE(S)																																	
	1 TUE.	11.46P	29	CBS	P		171		A	7.1	22	552	1301	643	181^		643	112^	395^	429	479	181^	658	214^	415^	401^	344^	174^	LT	LT	LT	LT	
								94																									
CAMPAIGN COUNTDOWN-WED(S)																																	
	1 WED.	11.30P	30	CBS	P		175		A	5.9	21	459	1216	595	48^		647	120^	409^	396^	475^	198^	569	168^	290^	283^	303^	199^	LT	LT	LT	LT	
								94																									
CAMPAIGN '80:ELECT-11.30P(S)																																	
	2 TUE.	11.30P	30	CBS	P		182		A	12.3	25	957	1487	671	226^		741	100^	338	359	430	338	746	173^	346	379	452	309	LT	LT	LT	LT	
								98																									

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-24	25-34	35-44	45-54	55+	18-34	18-24	25-34	35-44	45-54	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
LATE FRINGE CONT'D																																	
CAMPAIGN '80:ELECT-12.00M(S)	2 TUE.	12.00M	30	CBS	P	180	98	A	9.3	23	724	1449	639	267	714	114	395	403	431	275	730	261	365	325	343	315	LI	LT	LT	LT			
CAMPAIGN '80:ELECT-12.30A(S)	2 TUE.	12.30A	30	CBS	P	175	89	A	5.8	19	451	1426	653	222	768	157	518	440	448	250	658	177	279	218	352	339	LT	LT	LT	LT			
CAMPAIGN '80:ELECT-1.00A(S)	2 TUE.	1.00A	30	CBS	P	184	98	A	5.0	20	389	1391	546	160	674	186	475	413	367	199	717	172	357	378	468	296	LT	LT	LT	LT			
CAMPAIGN '80:ELECT-1.30A(S)	2 TUE.	1.30A	30	CBS	P	178	97	A	3.9	22	303	1168	567	LT	577	287	429	298	175	148	591	182	254	333	307	258	LT	LT	LT	LT			
CAMPAIGN '80:ELECT-2.00A(S)	2 TUE.	2.00A	30	CBS	P	175	86	A	2.6	20	202	1149	663	89	663	149	416	267	326	247	486	199	277	277	178	209	LT	LT	LT	LT			
CAMPAIGN '80:ELECT-2.30A(S)	2 TUE.	2.30A	14	CBS	P	171	86	A	1.8	18	140	1179	715	129	715	LT	386	386	386	329	464	185	278	278	179	186	LT	LT	LT	LT			
CAMPAIGN '80:WHT HAPPENED(S)	2 WED.	11.30P	30	CBS	P	175	94	A	7.1	22	552	1344	645	103	685	233	416	441	401	186	647	156	420	415	438	180	12	LT	LT	LT			
CARTER/MONDALE COMM.4(S)	1 THU.	12.57A	5	ABC	P	169	92	A	2.9	19	226	1235	593	190	660	155	239	199	442	306	575	207	235	195	28	340	LT	LT	LT	LT			
CBS NEWS SPEC.RPT-SUN 2(S)						167		A	7.4	26	576	1392	556	139	662	174	315	375	335	243	605	249	384	316	267	211	78	LT	47	27			
1 SUN. 11.30P 34 CBS N 93																																	
CBS SUNDAY NEWS-BRADLEY	54	123	128	A	8.4	17	654	1546	705	232	801	265	449	428	375	269	609	249	377	317	281	179	101	45	35	13							
SUN. 11.00P 15 CBS N	70	71	B	8.2	17	638																											
CHARLIE'S ANGELS-11.30	6	174	174	A	4.3	19	335	1304	564	113	630	160	223	338	412	195	530	212	298	283	167	169	122	66	22	22							
THU. 11.50P 67 ABC PD	94	94	B	4.4	20	342	1286	582	176	654	239	357	333	367	180	549	205	333	297	242	175	76	28	LT	LT								
12.00 - 12.30			A	4.3	18	335	1272	553	99	628	135	200	382	451	165	510	217	301	272	153	149	98	56	36	36								
12.30 - 1.00			A	4.1	23	319	1351	627	115	652	195	245	302	404	231	505	183	252	266	143	189	194	100	LT	LT								
DECISION '80 ELECT-11.30P(S)	192		A	9.9	20	770	1501	805	311	835	222	452	381	432	332	633	171	317	315	332	265	33	20	LT	LT								
2 TUE. 11.30P 23 NBC P	90																																
DECISION '80-ELECT-12.00M(S)	195		A	8.7	21	677	1579	880	324	912	289	456	414	456	377	607	135	269	288	368	284	37	15	23	LT								
2 TUE. 12.00M 23 NBC P	97																																
DECISION '80-ELECT-12.30A(S)	186		A	6.4	20	498	1570	827	327	867	293	471	438	453	337	634	178	341	350	386	226	44	LT	25	LT								
2 TUE. 12.30A 23 NBC P	93																																
DECISION '80-ELECT 1.00A(S)	191		A	5.5	22	428	1554	724	296	810	263	434	341	420	315	655	124	365	430	404	225	89	LT	LT	LT								
2 TUE. 1.00A 23 NBC P	95																																
DECISION '80-ELECT-1.30A(S)	189		A	3.6	20	280	875	315	104	315	107	107	107	172	208	560	117	442	442	408	118	LT	LT	LT	LT								
2 TUE. 1.30A 30 NBC P	94																																
DECISION '80-SUN	5	132	A	3.7	15	288	1229	451	101	448	187	236	267	167	181	736	399	510	291	201	226	45	LT	LT	LT								
1 SUN. 11.32P 58 NBC P	80		B	3.6	12	280	1156	471	191	528	191	288	312	265	165	598	281	395	309	223	179	30	LT	LT	LT								
11.30 - 12.00			A	3.9	13	303	1281	545	132	545	234	327	390	258	155	650	446	446	199	121	204	86	LT	LT	LT								
12.00 - 12.30			A	3.5	17	272	1188	353	70	353	139	139	139	74	214	835	357	585	390	282	250	LT	LT	LT	LT								

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																	
WK #		DAY		START TIME		DUR		PROG. NET TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
																							TOTAL		18-34		WOMEN 18-49		25-34		35-64		55+		TOTAL		18-34		MEN 18-49		25-34		35-64		55+		TOTAL FEM.		TOTAL M-M
LATE FRINGE CONT'D																																																	
'80 VOTE--11.30 PM(S)		2 TUE.		11.30P		23		ABC P		193 94		A	9.3	19	724	1595	642	287^	761	225^	391	384	434	276^	766	231^	394	379	364	296^	53v	40v	15v	15v															
'80 VOTE--11.55 PM(S)		2 TUE.		11.55P		28		ABC P		193 99		A	8.9	21	692	1422	636	234^	738	267^	411	396	323^	231^	674	242^	383	364	341	196^	LT	LT	LT	LT															
'80 VOTE--12.30 AM(S)		2 TUE.		12.30A		23		ABC P		192 97		A	5.5	18	428	1481	650	290^	729	266^	383^	398^	299^	209^	752	233^	387^	436^	425^	183^	LT	LT	LT	LT															
'80 VOTE--1.00 AM(S)		2 TUE.		1.00A		23		ABC P		191 93		A	4.4	18	342	1272	594^	205^	652^	228^	350^	380^	354^	140v	620^	205^	299^	425^	374^	76v	LT	LT	LT	LT															
'80 VOTE--1.30 AM(S)		2 TUE.		1.30A		22		ABC P		194 94		A	3.1	17	241	1178	610^	170v	680^	282^	410^	515^	319^	79v	498^	133v	241v	299^	303^	116v	LT	LT	LT	LT															
FRIDAYS																																																	
1 FRI.		11.44P		70		ABC		GV		5 177 1/9 96 96		A	6.7	23	521	1562	514	163^	566	224^	441	382	309	91^	604	375	537	377	200^	57v	325	161^	67^	67^															
2 FRI.		11.51P		70								B	6.6	21	513	1518	494	198	551	252	405	345	265	91	626	380	539	408	212	61	266	148	75	57															
12.00 - 12.30												A	7.0	23	545	1565	550	176^	599	223	471	423	354	95^	588	361	540	373	202^	48v	300	148^	78^	78^															
12.30 - 1.00												A	5.8	24	451	1652	515	167^	577	240^	466	380	301	84^	641	436	583	355	174^	58v	383	195^	51v	51v															
LATE MOVIE I																																																	
1 MON.		11.30P		71		CBS		FF		28 156 156 86 87		A	5.7	21	443	1345	654	207	729	224	462	429	426	196	543	219	386	331	271	135	61^	15v	12v	LT															
1 TUE.		12.15A		72								B	5.5	21	428	1293	609	245	692	246	446	422	375	164	520	217	354	319	262	131	60	25	21	18															
1 WED.		12.00M		70																																													
1 THU.		11.30P		65																																													
1 FRI.		11.30P		75																																													
2 MON.		11.30P		72																																													
2 WED.		12.00M		30																																													
2 THU.		11.30P		69																																													
2 FRI.		11.30P		64																																													
11.30 - 12.00												A	7.3	21	568	1377	677	239	753	220	457	439	437	220	526	190	355	325	269	150	75^	21v	23v	12v															
12.00 - 12.30												A	5.7	22	443	1404	679	207	754	253	500	441	425	191	585	247	431	348	299	133	58^	17v	LT	LT															
12.30 - 1.00												A	3.4	19	265	1038	529	61v	585	91v	336^	377^	460	151^	453	185^	272^	309^	189^	114^	LT	LT	LT	LT															
1.00 - 1.30												A	2.8	21	218	560^	372^	32v	372^	230v	230v	LT	96v	142v	188v	143v	143v	143v	LT	45v	LT	LT	LT	LT															
LATE MOVIE II																																																	
1 MON.		12.41A		43		CBS		FF		21 154 155 86 87		A	4.1	27	319	1348	684	157^	702	275	495	397	352	151^	558	279	451	332	254	98^	88^	22v	LT	LT															
1 TUE.		1.27A		43								B	3.7	23	288	1256	601	215	670	284	459	406	329	127	509	243	390	330	241	99	67	23	LT	LT															
1 THU.		12.45A		41																																													
1 FRI.		12.45A		43																																													
2 MON.		12.42A		39																																													
2 THU.		12.45A		37																																													
2 FRI.		12.45A		39																																													
1.00 - 1.30												A	4.3	28	335	1385	710	164^	725	275	513	442	369	153^	565	269	455	331	269	102^	95^	21v	LT	LT															
1.30 - 2.00												A	2.1	24	163	920^	656^	62v	656^	595^	595^	LT	61v	61v	264v	264v	264v	264v	LT	LT	LT	LT	LT	LT															
LOVE BOAT--11.30																																																	
1 WED.		12.01A		67		ABC		CS		5 174 175 94 95		A	3.7	26	288	1010	447	225^	520	167^	295^	229^	284^	145^	378^	142^	242^	155^	181^	136^	112^	73v	LT	LT															
2 WED.		1.18A		63								B	4.7	24	366	1214	625	179	658	221	358	352	340	188	433	193	263	186	208	146	113	48	LT	LT															
12.00 - 12.30												A	4.7	22	366	1150	491^	202^	578^	139v	338^	320^	306^	166^	426^	188^	248^	155v	142v	178^	146v	96v	LT	LT															
12.30 - 1.00												A	4.3	27	335	1066	540^	247^	662^	241^	441^	293^	338^	155v	195^	22v	58v	58v	98v	137v	209^	120v	LT	LT															
1.30 - 2.00												A	2.7	26	210	1014^	453^	343^	453^	133v	133v	115v	320^	205v	561^	228v	452^	305^	333^	109v	LT	LT	LT	LT															
2.00 - 2.30												A	3.0	34	233	828^	283^	185v	283^	111v	172v	172v	172v	LT	545^	249v	481^	309^	296^	64v	LT	LT	LT	LT															

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
														K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2			%	%							TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																					
GENERAL HOSPITAL-CONT'D																																					
2	THU.	3.30P	60							A	11.2	40	871	1346	805	155		864	447	619	449	292	201	218	89	114	67^	64^	93	146	122	118	74				
		3.00 - 3.30								A	11.6	38	902	1379	763	164		836	426	593	431	295	198	210	79	108	65	65	94	179	144	154	104				
		3.30 - 4.00								A	10.3	33	801	1404	654	76^		713	349	504	428	304	143^	123^	29^	29^	18^	38^	83^	310	238^	258^	157^				
		4.00 - 4.30																																			
GOOD MORNING, AMERICA-730																																					
	M-F	7.30A	30	ABC	N	99	99			B	5.4	26	420	1319	721	176		762	222	383	388	350	300	384	68^	124^	160	183	203	85^	33^	88^	61^				
										B	4.7	26	366	1383	702	217		757	229	392	395	377	279	430	136	204	190	186	178	80	25	116	69				
GOOD MORNING, AMERICA-830																																					
1	M-F	8.30A	24	ABC	N	98	98			A	6.3	30	490	1163	755	163		772	228	363	380	321	335	285	63^	108^	135	135	142	32^	14^	74^	33^				
1	TU&TH	8.30A	30							B	5.3	28	412	1162	722	186		766	226	343	370	342	343	317	84	129	146	151	145	27	13	52	18				
2	M-F	8.30A	30																																		
GUIDING LIGHT																																					
1	MTWTF	3.00P	60	CBS	DD	99	99			A	7.7	26	599	1269	821	123		925	196	413	406	474	430	198	48^	80^	55^	80^	112	39^	35^	107	52^				
1	THU.	3.00P	53							B	7.7	26	599	1317	806	151		932	210	411	414	458	438	225	57	94	79	94	120	62	54	98	42				
2	MON.	3.00P	53																																		
2	TU-F	3.00P	60																																		
		3.00 - 3.30								A	7.5	27	584	1267	840	133		942	200	430	417	478	436	195	46^	77^	57^	78^	111	34^	32^	96^	43^				
		3.30 - 4.00								A	7.8	26	607	1295	820	112		924	198	408	405	476	430	205	50^	85^	56^	84^	114	46^	41^	120	63^				
J.CARTER FOR PRES.-1(S)																																					
1	TUE.	12.55P	4	CBS	P	96	185			A	7.1	30	552	1168	822	111^		958	270^	423^	411^	281^	490	189^	LT	61^	87^	112^	102^	LT	LT	21^	LT				
J.CARTER FOR PRES.-2(S)																																					
1	THU.	3.53P	4	CBS	P	99	195			A	7.4	25	576	1342	807	74^		925	205^	349^	357^	414	428	208^	13^	43^	43^	60^	165^	22^	22^	187^	126^				
JEFFERSONS M-F																																					
1	M-F	10.00A	30	CBS	CS	90	89			A	4.6	23	358	1304	710	168		782	257	459	424	327	271	240	73^	126^	109^	142^	97^	44^	19^	238	89^				
2	MTUWF	10.00A	30							B	4.7	25	366	1354	650	171		738	270	463	407	333	224	251	90	144	121	147	90	78	34	287	98				
LAS VEGAS GAMBIT																																					
	M-F	10.00A	30	NBC	QG	76	76			A	2.5	13	195	1344	620	132^		814	220^	368	282^	323	424	338	82^	123^	144^	164^	174^	63^	26^	129^	36^				
										B	2.5	13	195	1344	620	132		814	220	368	282	323	424	338	82	123	144	164	174	63	26	129	36				
LOVE BOAT DAYTIME																																					
	M-F	11.00A	60	ABC	CS	98	98			A	4.9	24	381	1339	698	144^		748	371	513	397	254	207	250	139^	163	87^	76^	74^	134^	89^	207	89^				
		11.00 - 11.30								B	4.7	24	366	1339	694	185		770	405	545	422	271	182	249	141	170	105	80	63	134	106	186	74				
		11.30 - 12.00								A	4.6	23	358	1327	701	142^		740	363	497	387	247	213	255	137^	157^	74^	78^	85^	123^	81^	209	84^				
										A	5.2	25	405	1314	687	139^		744	370	516	395	257	203	231	130^	153	85^	70^	67^	138^	94^	201	89^				
MAGAZINE(S)																																					
2	THU.	10.00A	60	CBS	DN	93	178			A	4.2	22	327	1018	596^	122^		654^	196^	358^	361^	345^	241^	205^	183^	183^	67^	16^	22^	LT	LT	159^	120^				
		10.00 - 10.30								A	4.1	21	319	991	576^	163^		664^	192^	376^	376^	348^	247^	196^	164^	164^	48^	32^	32^	LT	LT	131^	91^				
		10.30 - 11.00								A	4.3	24	335	1030	606^	84^		639^	197^	337^	344^	340^	236^	209^	197^	197^	87^	LT	LT	LT	LT	182^	144^				
MORNING-CHARLES KURALT																																					
1	M-F	7.15A	45	CBS	N	98	98			A	3.3	16	257	1358	638	226^		720	195^	319	288	312	342	467	94^	215^	211^	273	202^	LT	LT	160^	58^				
2	MTHF	7.15A	45							B	2.8	16	218	1365	631	218		686	204	323	313	318	293	503	145	256	209	269	195	28	LT	148	64				
2	TUE.	7.15A	45																																		
	&	8.15A	45																																		
2	WED.	7.15A	45																																		
	&	8.15A	45																																		
		7.30 - 8.00								A	3.3	16	257	1362	624	241		717	176^	300	307	330	347	474	97^	195^	214^	272	202^	LT	LT	156^	74^				
		8.30 - 9.00								A	3.3	15	257	1323	670	113^		751	237^	303^	183^	211^	405^	381^	94^	202^	179^	217^	179^	LT	LT	191^	23^				

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PROGRAM NAME										AUDIENCE COMPOSITION																									
T/C THIS SEASON										NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK- OF ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
																						18- 34 49 54 64 55+					18- 34 49 54 64 55+					TOTAL FEM.		TOTAL 6-11	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. %	PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 6-11									
WEEKDAY DAYTIME CONT'D																																				
TODAY SHOW-7.30AM										30		215	213	A	5.6	27	436	1298	701	148	750	126^	288	272	335	423	470	113^	191	149	198	267	29^	LT	49^	37^
M-F 7.30A										30		NBC	N	B	5.0	27	389	1335	743	138	785	171	312	275	349	430	486	88	174	155	237	291	23	LT	41	29
TODAY SHOW-8.30AM										30		212	212	A	6.3	30	490	1290	697	157	755	125	269	270	369	438	478	97^	174	147	193	275	18^	10^	39^	29^
1 M-F 8.30A										30		NBC	N	B	5.7	30	443	1300	775	149	812	162	308	277	375	455	440	64	136	130	195	277	11	LT	37	22
2 MON. 8.30A										25																										
2 TU-F 8.30A										30																										
WHEEL OF FORTUNE										30		174	177	A	4.0	20	311	1154	681	135^	765	157^	302	350	379	367	282	93^	113^	122^	99^	131^	32^	LT	75^	LT
M F 11.00A										30		NBC	QG	B	3.6	19	280	1166	736	101	787	238	352	365	327	356	287	76	103	131	118	140	25	LT	67	LT
YOUNG AND THE RESTLESS										30		196	195	A	7.4	30	576	1194	795	131	917	287	470	419	383	380	150	38^	64^	62^	48^	85^	26^	22^	101^	22^
1 MTU THF 1.00P										60		CBS	DD	B	7.3	30	568	1230	811	145	940	314	499	441	391	377	165	47	66	52	46	98	33	25	92	15
1 WED. 1.00P										54																										
2 M F 1.00P										60																										
1.00 - 1.30														A	7.1	30	552	1214	802	132	926	301	479	419	380	379	153	32^	65^	64^	57^	85^	27^	24^	108	24^
1.30 - 2.00														A	7.7	31	599	1180	788	128	915	274	463	421	389	386	152	42^	60^	63^	46^	88^	21^	18^	92^	20^
WEEKEND DAYTIME																																				
ALL NEW POPEYE HOUR 1										8		189	187	A	7.9	32	615	1756	365	161^	441	219	290	212	174^	120^	274	178^	204	133^	70^	58^	258	164^	783	426
SAT. 10.30A										30		CBS	CA	B	7.1	29	552	1733	377	161	430	251	310	189	154	85	338	222	269	154	99	56	236	122	729	355
ALL NEW POPEYE HOUR 2										8		188	189	A	7.0	29	545	1567	320	118^	384	239	272	163^	96^	85^	251	154^	191^	114^	81^	60^	254	181^	678	354
SAT. 11.00A										30		CBS	CA	B	6.5	27	506	1647	361	163	423	275	316	173	110	74	288	166	224	139	106	57	256	134	680	352
ANIMALS, ANIMALS, ANIMALS										5		133		A	1.9	8	148	1432^	540^	128^	540^	270^	331^	263^	149^	209^	338^	169^	298^	203^	169^	40^	LT	LT	534^	345^
2 SUN. 11.30A										30		ABC	CL	B	2.4	10	187	1197	356	105	368	132	224	211	216	120	314	73	166	165	174	127	110	101	405	274
ASK NBC NEWS-8:58AM										8		195	196	A	3.6	19	280	2193	364^	175^	364^	187^	290^	233^	177^	30^	193^	107^	171^	108^	86^	LT	150^	20^	1486	780
SAT. 8.58A										2		NBC	CN	B	4.1	23	319	1762	228	66	227	93	155	141	106	51	143	76	111	68	67	25	115	29	1277	799
ASK NBC NEWS-10:58AM										8		199	199	A	5.1	20	397	1819	236^	78^	236^	105^	158^	86^	100^	78^	364	193^	242^	99^	105^	122^	325	119^	894	571
SAT. 10.58A										2		NBC	CN	B	5.3	22	412	1783	296	121	314	177	230	122	94	69	303	198	239	122	80	55	293	125	873	561
ASK NBC NEWS-11:58AM										8		198	198	A	6.1	25	475	1571	165^	13^	197^	47^	60^	24^	46^	137^	361	187^	271	102^	143^	90^	96^	41^	917	581
SAT. 11.58A										2		NBC	CN	B	5.9	24	459	1527	240	73	267	113	154	132	90	87	307	174	228	124	112	64	205	95	748	459
ASK NBC NEWS-9:58AM										7		207	206	A	4.1	17	319	1784	160^	138^	160^	141^	160^	116^	19^	LT	155^	155^	155^	39^	LT	LT	240^	106^	1229	727
SAT. 9.58A										2		NBC	CN	B	5.1	21	397	1669	212	113	212	119	150	123	68	37	114	78	95	66	36	15	169	62	1174	751
BATMAN & SUPER 7 I										7		198	198	A	5.1	21	397	1589	135^	25^	185^	87^	96^	30^	56^	89^	344	202^	255^	83^	142^	89^	136^	109^	924	613
SAT. 11.00A										30		NBC	CA	B	5.2	21	405	1633	212	68	268	155	170	89	51	84	302	201	242	103	85	54	237	128	826	529
BATMAN & SUPER 7 II										7		198	198	A	5.9	24	459	1654	154^	33^	182^	40^	55^	22^	68^	127^	409	242^	331	116^	144^	78^	101^	45^	962	615
SAT. 11.30A										30		NBC	CA	B	5.7	23	443	1561	223	77	253	107	135	111	77	91	334	207	265	119	106	56	227	107	747	471
BUGS BUNNY/ROAD RUNNER 1										8		202	200	A	7.7	34	599	1843	331	135^	359	221	221	170^	65^	110^	221	169^	176^	103^	31^	37^	346	159^	917	514
SAT. 9.00A										30		CBS	CA	B	7.0	33	545	1613	284	107	320	210	247	150	72	57	213	134	166	107	52	40	232	110	848	437
BUGS BUNNY/ROAD RUNNER 2										8		202	200	A	9.2	37	716	1837	321	165^	343	198	236	198	117^	68^	309	209	253	164^	74^	46^	363	181	822	455
SAT. 9.30A										30		CBS	CA	B	8.6	37	669	1661	317	146	355	216	272	169	113	60	271	171	216	142	73	45	252	122	783	391
BUGS BUNNY/ROAD RUNNER 3										8		203	200	A	9.6	38	747	1975	444	155^	478	261	340	260	184	77^	407	281	338	178	112^	55^	334	162	756	430
SAT. 10.00A										30		CBS	CA	B	8.8	36	685	1755	385	175	425	254	319	214	151	64	367	239	295	174	105	56	258	120	705	340
CBS LIBRARY(S)												96		A	3.4	8	265	1574	473^	144^	495^	139^	336^	336^	257^	159^	664^	343^	411^	393^	222^	200^	LT	LT	415^	302^
1 SUN. 4.03P										57		CBS	CL																							
CONT'D																																				

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KEY A CURRENT REPORT B SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
CBS LIBRARY(S)-CONT'D																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
CBS NFL FOOTBALL PRE GAME																																	
SUN. 12.30P 30 CBS SC 99 99																																	
CBS NFL FOOTBALL GAME 1																																	
1 SUN. 1.00P 183 CBS SE 99 99																																	
2 SUN. 1.00P 185																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
CBS NFL FOOTBALL POST(B)																																	
2 SUN. 4.05P 13 CBS SC 115 61																																	
CBS SPORTS SPECTACULAR																																	
1 SAT. 4.30P 84 CBS SA 87 85																																	
2 SAT. 4.30P 90																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
5.30 - 6.00																																	
COLLEGE FOOTBALL '80																																	
SUN. 12.30P 30 ABC SA 153 94 152 93																																	
DAFFY DUCK SHOW																																	
SAT. 10.30A 30 NBC CA 199 98 199 98																																	
DEAR ALEX & ANNIE(B)																																	
1 SAT. 11.55A 4 ABC CN 151 79																																	
DEAR ALEX & ANNIE-11.55AM																																	
2 SAT. 11.55A 4 ABC CN 173 94																																	
DEAR ALEX & ANNIE-11.26AM																																	
SUN. 11.26A 3 ABC CN 120 82 121 82																																	
DRAK PACK																																	
SAT. 11.30A 30 CBS CA 176 92 180 92																																	
DRAWING POWER																																	
SAT. 12.30P 30 NBC CL 176 92 178 94																																	
FACE THE NATION																																	
SUN. 11.30A 30 CBS CC 167 96 167 97																																	
FAMOUS CLASSIC TALES(S)																																	
2 SUN. 5.00P 60 CBS CA 141 80																																	
5.00 - 5.30																																	
5.30 - 6.00																																	
A 3.2 8 249																																	
A 3.6 8 280																																	
A 7.7 27 599																																	
B 7.6 27 591																																	
A 17.8 47 1385																																	
B 15.8 41 1229																																	
A 13.9 42 1081																																	
A 17.3 49 1346																																	
A 18.9 50 1470																																	
A 18.4 48 1432																																	
A 18.6 46 1447																																	
A 19.8 48 1540																																	
A 8.2 18 638																																	
A 6.8 18 529																																	
B 5.9 16 459																																	
A 5.2 15 405																																	
A 6.9 19 537																																	
A 8.6 21 669																																	
A 2.1 7 163																																	
B 2.2 7 171																																	
A 5.5 22 428																																	
B 5.4 22 420																																	
A 5.0 22 389																																	
A 5.0 23 389																																	
B 5.0 22 389																																	
A 3.4 15 265																																	
B 3.4 15 265																																	
A 5.9 25 459																																	
B 6.0 24 467																																	
A 3.3 12 257																																	
B 3.8 14 296																																	
A 3.9 17 303																																	
B 3.6 14 280																																	
A 5.1 10 397																																	
A 4.4 9 342																																	
A 5.8 11 451																																	
518^108v																																	
436^171v																																	
1583 343 147^																																	
1585 415 192																																	
1614 388 148																																	
1632 382 158																																	
1650 353 120																																	
1603 368 139																																	
1635 373 131																																	
1640 392 155																																	
1628 411 167																																	
1586 424 173																																	
1188 310^203^																																	
1450 395 150^																																	
1431 459 196																																	
1457 368 131^																																	
1445 400 149^																																	
1441 403 160^																																	
1411 547^ 55v																																	
1413 469 109																																	
1822 214^ 87^																																	
1790 291 125																																	
1900 458^152v																																	
1247 166^ 73v																																	
1503 250 92																																	
1868 453^105v																																	
1501 392 68																																	
1532 374 151^																																	
1641 375 161																																	
1673 235^148^																																	
1606 333 109																																	
1142 446 135^																																	
1277 499 85																																	
1650 341^157^																																	
1661 320^165v																																	
1632 357^149^																																	
518^117v																																	
475^160v																																	
420 167^																																	
475 191																																	
468 184																																	
447 169																																	
457 167																																	
452 157																																	
461 177																																	
474 191																																	
484 204																																	
491 215																																	
309^309^																																	
360^360^																																	
263 217																																	
301 264																																	
287 235																																	
264 226																																	
272 208																																	
274 223																																	
282 226																																	
297 241																																	
293 246																																	
305 263																																	
212^149^																																	
251 223^																																	
288 249																																	
268^216^																																	
265 224^																																	
219 220																																	
368^319^																																	
239^191^																																	
326 305																																	
229 134																																	
217^106^																																	
306 170																																	
164^108^																																	
222 122																																	
85^ 53v																																	
90 69																																	
277^344^																																	
298^ 78v																																	
191^ 92v																																	
92v 22v																																	
46v 99v																																	
119 73																																	
532 273^																																	
423 211																																	
428 244^																																	
463 272																																	
281^109v																																	
379 123																																	
179^117v																																	
117v102v																																	
245 229																																	
220 113																																	
462 112^																																	
546 139																																	
172^188^																																	
161^251^																																	
186 298																																	
312^193^																																	
132v117v																																	
253^173v																																	
156v134v																																	
111v100v																																	
670^322^																																	
653^360^																																	
421^434^																																	
403^361^																																	
257^176v																																	
193v214v																																	
920 439																																	
820 367																																	
656 512																																	
566 512																																	
392 207																																	
383 182																																	
584 533																																	
583 548																																	
402 234																																	
424 250																																	
606 537																																	
590 542																																	
605 544																																	
621 549																																	
338 569																																	
531 409																																	
546 515																																	
398 236																																	
325^127^																																	
444 381																																	
372 342																																	
456 392																																	
296 199^																																	
314 208																																	
295^166^																																	
444 381																																	
372 342																																	
456 392																																	
296 199^																																	
314 208																																	
295^166^																																	
112^ 19v																																	
186 42																																	
120 28^																																	
157 40																																	
119 27v																																	
108 21v																																	
115 28^																																	
117 23^																																	
129 36^																																	
126 27^																																	
95^ LT																																	
72v 72v																																	
114^ 47v																																	
109 43																																	
133^ 79^																																	
122^ 48v																																	
95^ 28v																																	
66 LT																																	
352 119^																																	
301 113																																	
253^105v																																	
159^103v																																	
145 73																																	
216^120^																																	
223 145																																	
501 297																																	
627 468																																	
501 297																																	
641 340																																	
699 390																																	
809 533																																	
730 430																																	
43v LT																																	
34 LT																																	
105 68																																	
132v 12v																																	
424^ 224^																																	
118v 25v																																	
139^ LT																																	
456^ 237^																																	
399^ 215^																																	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																	
IN THE NEWS- 8.26AM-SUN.						8	42	36	A	.9	8	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
SUN. 8.26A						3	CBS	CN	32	33	B	.7	7	54	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
IN THE NEWS- 8.56AM-SUN.						8	43	43	A	1.4	9	109	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
SUN. 8.56A						3	CBS	CN	36	36	B	1.0	7	78	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
IN THE NEWS-10.56AM						8	189	187	A	7.7	31	599	1725	354	151^	430	212	285	199^	168^	114^	283	188^	211	137^	71^	58^	248	166^	764	417		
SAT. 10.56A						3	CBS	CN	97	97	B	6.8	28	529	1646	376	158	429	248	306	179	153	89	286	176	217	150	94	54	240	126	691	339
IN THE NEWS-11.26AM						8	188	188	A	6.4	26	498	1500	330	134^	387	242^	279	172^	100^	78^	245	144^	185^	107^	83^	60^	231^	174^	637	334		
SAT. 11.26A						3	CBS	CN	97	97	B	6.2	25	482	1653	364	167	427	278	314	177	109	71	291	164	225	134	109	61	256	134	679	376
ISSUES AND ANSWERS						6	183	181	A	3.7	14	288	1292	514	160^	514	136^	236^	180^	191^	278^	673	218^	403^	348^	263^	270^	18^	LT	87^	69^		
SUN. 12.00N						30	ABC	CC	98	98	B	3.6	13	280	1288	533	158	547	130	230	189	223	296	570	131	253	293	310	252	76	LT	95	60
JASON OF STAR COMMAND						8	43	43	A	1.2	8	93	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
SUN. 8.30A						30	CBS	CL	36	36	B	.9	7	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
JONNY QUEST						7	175	173	A	5.0	20	389	1887	183^	101^	291^	210^	210^	LT	45^	81^	306^	158^	238^	130^	99^	68^	236^	136^	1054	692		
SAT. 12.00N						30	NBC	CA	90	90	B	4.9	19	381	1793	283	111	346	190	215	144	100	84	337	148	245	163	156	79	209	101	901	532
KIDS ARE PEOPLE TOO I						8	120	120	A	2.8	12	218	1890	394^	73^	412^	119^	283^	202^	270^	129^	446^	216^	386^	337^	202^	41^	87^	46^	945	738		
1 SUN. 10.30A						37	ABC	CL	82	82	B	2.9	13	226	1566	399	63	409	178	290	202	207	108	335	139	257	234	168	56	149	82	673	452
2 SUN. 10.30A						32																											
10.30 - 11.00									A	2.8	13	218	1849	386^	69^	399^	105^	275^	192^	272^	124^	426^	196^	366^	326^	202^	41^	69^	45^	955	748		
KIDS ARE PEOPLE TOO II						8	120	121	A	3.2	14	249	2004	469^	100^	529	252^	396^	276^	237^	133^	543	315^	431^	275^	192^	92^	197^	93^	735	551		
1 SUN. 11.07A						23	ABC	CL	82	82	B	3.4	15	265	1534	419	65	443	198	297	201	205	129	357	174	274	232	161	63	213	122	521	317
2 SUN. 11.02A						28																											
MEET THE PRESS						8	141	144	A	4.2	17	327	1171	474	128^	523	104^	168^	171^	226^	275^	596	98^	184^	290^	346^	308^	LT	LT	52^	46^		
1 SUN. 12.06P						24	NBC	CC	90	91	B	3.9	16	303	1359	521	143	602	129	187	140	201	362	635	186	264	255	267	303	25	LT	97	82
2 SUN. 12.00N						30																											
MIGHTY MOUSE-HECKL-JECKL						8	186	186	A	3.3	22	257	1463	276^	63^	276^	132^	132^	91^	89^	104^	125^	87^	87^	106^	38^	19^	128^	LT	934	482		
SAT. 8.00A						30	CBS	CA	98	98	B	3.0	23	233	1398	222	49	231	116	144	96	60	69	159	51	106	100	77	45	132	41	876	454
NCAA FOOTBALL PRE GAME						8	216	213	A	5.3	22	412	1461	258^	49^	297	129^	149^	104^	86^	136^	691	216^	371	379	323	225^	145^	28^	328	200^		
SAT. 12.00N						29	ABC	SC	99	99	B	5.6	20	436	1518	323	75	352	140	199	155	133	138	763	317	467	425	299	230	145	46	258	153
NCAA FOOTBALL GAME						8	217	213	A	10.4	35	809	1407	376	189	422	173	220	154	147^	178	792	270	419	424	362	288	64^	10^	129^	78^		
1 SAT. 12.29P						166	ABC	SE	99	99	B	9.8	31	762	1458	346	128	385	136	201	169	154	157	840	321	480	457	361	290	114	28	119	80
2 SAT. 12.30P						198																											
12.30 - 1.00									A	7.7	29	599	1402	292	71^	327	132^	146^	93^	102^	164^	748	194^	347	421	393	276	117^	24^	210	127^		
1.00 - 1.30									A	9.2	32	716	1355	369	173	425	185	219	138^	136^	187	750	231	344	388	359	290	82^	17^	98^	55^		
1.30 - 2.00									A	10.3	35	801	1358	359	181	409	177	202	137^	126^	185	748	262	372	376	316	298	74^	14^	127^	62^		
2.00 - 2.30									A	10.5	36	817	1447	379	202	424	167	215	150	152	188	804	276	441	423	359	311	53^	LT	166	94^		
2.30 - 3.00									A	11.4	37	887	1484	398	241	450	175	248	170	178	178	855	304	491	452	386	303	52^	5^	127^	90^		
3.00 - 3.30									A	13.4	42	1043	1341	487	240	511	184^	275	248	199^	195^	758	279	415	431	349	250	11^	10^	61^	42^		
NCAA FOOTBALL POST GAME						5	213		A	10.6	31	825	1599	351	57^	351	104^	205^	116^	196^	131^	1076	441	676	561	459	304	30^	LT	142^	142^		
1 SAT. 3.15P						26	ABC	SC	99		B	9.4	25	731	1531	370	126	395	127	237	187	205	140	890	386	577	493	361	256	129	27	117	105
NCAA FOOTBALL GAME 2						3	215	215	A	10.8	28	840	1498	424	154	468	167	215	197	197	190	884	292	473	424	409	319	42^	12^	104^	77^		
1 SAT. 3.51P						189	ABC	SE	99	99	B	11.0	28	856	1550	422	172	470	171	236	195	201	177	903	310	497	439	403	319	64	19	113	82
2 SAT. 3.56P						176																											
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
NCAA FOOTBALL GAME-CONT'D																																	
		4.00 -	4.30					A	11.3	34	879	1405	385 110^	397 144	179 133^	166 183	898 303	511 433	415 309		LT	LT				106^	85^						
		4.30 -	5.00					A	11.0	32	856	1456	384 151	414 153	187 156	171 173	909 291	476 425	423 337		26^	LT				107^	81^						
		5.00 -	5.30					A	10.6	29	825	1453	410 163	448 165	207 197	177 176	897 296	470 446	423 318		31^	LT				77^	52^						
		5.30 -	6.00					A	10.3	26	801	1493	418 210	474 160	205 211	209 185	898 291	477 418	413 327		51^	15^				70^	46^						
		6.00 -	6.30					A	11.0	25	856	1629	491 172	554 173	243 266	256 223	870 286	454 399	396 331		74^	33^				131^	96^						
		6.30 -	7.00					A	10.4	21	809	1619	498 137^	583 219	292 251	246 221	820 281	442 419	382 288		85^	34^				131^	95^						
NCAA FOOTBALL POST 2																																	
		2 SAT.	6.52P	8	ABC SC		215	A	9.9	20	770	1604	548 197^	664 266^	342 314	257^247^	735 231^	361 333	340 307^		26^	26^				179^	150^						
							99	B	10.1	21	786	1669	514 152	621 227	289 251	251 250	820 274	454 395	359 314		60	22				168	141						
NCAA FOOTBALL POST 2(B)																																	
		1 SAT.	6.50P	10	ABC SC		137	A	5.2	10	405	1610	469^151^	469^195^	280^201^	213^189^	996 443^	692 447^	373^272^		145^	84^				LT	LT						
NEW FAT ALBERT SHOW																																	
		SAT.	12.00N	30	CBS CA		176 178	A	6.9	28	537	1549	383 139^	426 188^	275 203^	184^114^	239 178^	197^ 88^	31^ 42^		279 189^					605 337							
							97 98	B	6.7	26	521	1533	377 145	433 238	282 179	133 100	243 131	170 116	85 58		247 126					610 363							
NEW SCOOPY & SCRAPPY DOO																																	
		1 SAT.	9.00A	30	ABC CA		191	A	7.4	36	576	1694	278^ 86^	278^ 98^	193^188^	180^ 71^	154^ 89^	128^ 74^	39^ 26^		199^ 85^					1063 689							
							98	B	6.6	32	513	1675	194 54	216 130	171 114	74 34	176 112	154 100	52 19		190 103					1093 680							
NFL '80-NBC																																	
		SUN.	12.30P	30	NBC SC		162 154	A	5.3	19	412	1187	308 27^	355 44^	122^175^	187^173^	654 257^	422 334	330 214^		72^ 46^					106^ 92^							
							88 87	B	5.3	19	412	1509	411 116	481 151	258 211	209 187	749 287	445 409	337 239		159 37					120 111							
NFL FOOTBALL GAME 1-NBC																																	
		1 SUN.	1.00P	199	NBC SE		205	A	9.5	26	739	1474	295^122^	399 147^	265^196^	167^112^	895 342	574 513	445 265^		64^ 33^					116^ 84^							
							94	B	13.3	35	1035	1606	388 165	446 181	279 234	185 135	892 342	566 522	429 251		134 41					134 96							

1.00 - 1.30	A 8.3 27 646	1399 293^ 76^	342^101^ 196^196^ 175^104^	829 302^ 492 494 446 261^ 136^ 49^ 92^ 92^
1.30 - 2.00	A 8.9 26 692	1374 257^ 78^	343 114^ 211^185^ 151^ 96^	852 318^ 498 500 449 268^ 116^ 42^ 63^ 63^
2.00 - 2.30	A 10.1 27 786	1385 268^ 92^	327 112^ 200^153^ 124^115^	933 311 563 527 484 307 41^ 41^ 84^ 47^
2.30 - 3.00	A 10.0 27 778	1508 285^138^	444 183^ 309 194^ 175^123^	942 354 619 531 451 280^ 35^ 35^ 87^ 48^
3.00 - 3.30	A 9.6 26 747	1550 310^168^	474 197^ 347 226^ 183^107^	889 327 600 518 453 248^ 19^ 19^ 168^ 114^
3.30 - 4.00	A 9.4 25 731	1553 321^167^	475 194^ 334 214^ 176^118^	889 369 592 489 416 252^ 22^ 22^ 167^ 125^
NFL FOOTBALL GAME 2-NBC	5 213 216	A 16.5 35 1284	1756 425 142 462 137 258 246 211 169	974 363 607 548 459 303 127 34^ 193 142
1 SUN. 4.21P 145 NBC SE	93 99	B 15.4 34 1198		
2 SUN. 4.11P 160				
4.30 - 5.00	A 14.7 34 1144	1759 411 119	454 134 276 248 216 148	1034 399 670 577 475 308 87^ 34^ 184 140
5.00 - 5.30	A 15.6 35 1214	1699 414 130	454 133 242 235 202 173	1002 365 632 573 483 305 102 29^ 141 101
5.30 - 6.00	A 17.4 37 1354	1701 411 148	449 127 250 241 211 164	958 349 585 543 457 308 128 28^ 166 122
6.00 - 6.30	A 18.2 35 1416	1785 432 162	463 131 249 246 214 177	946 357 585 535 446 293 157 34^ 219 164
6.30 - 7.00	A 20.4 36 1587	1984 538 174	574 204 316 281 213 219	919 352 562 498 428 298 190 46^ 301 202
NFL FOOTBALL POST 2-NBC	3 192	A 14.0 25 1089	1691 391 184^	391 124^ 224 261 232 130^ 912 359 611 548 404 245 184^ 44^ 204^ 143^
1 SUN. 6.46P 14 NBC SC	81	B 12.0 23 934	1721 410 167	421 132 230 248 231 153 938 360 628 576 449 250 144 30 218 151
NFL FOOTBALL GM 1-NBC(B)	200	A 11.3 29 879	1693 484 139^	567 161^ 310 266^ 252^223^ 909 333 538 462 393 320 79^ 43^ 138^ 91^
2 SUN. 1.00P 191 NBC SE	76			
1.00 - 1.30	A 9.5 29 739	1720 501 134^	597 165^ 294^247^ 263^272^	914 331 582 499 421 289^ 79^ 45^ 130^ 82^
1.30 - 2.00	A 11.1 31 864	1637 474 128^	563 152^ 298 257^ 257^236^	872 303 504 439 376 332 91^ 53^ 111^ 72^
2.00 - 2.30	A 11.6 30 902	1712 481 145^	568 171^ 320 281 233^217^	930 331 538 467 402 341 74^ 54^ 140^ 92^
2.30 - 3.00	A 10.9 27 848	1607 466 127^	548 154^ 299 259^ 232^220^	868 316 482 403 365 330 65^ 39^ 126^ 89^
3.00 - 3.30	A 11.7 28 910	1707 478 152^	582 161^ 330 283 275 215^	884 339 517 459 378 302 64^ 31^ 177^ 109^
3.30 - 4.00	A 12.5 29 973	1715 496 153^	559 171^ 310 259 245 203^	927 350 558 480 397 306 79^ 30^ 150^ 101^
NFL FTBL. POST 2-NBC(B)	107	A 8.5 15 661	1747 533 149^	533 126^ 218^246^ 277^287^ 816 231^ 483 498 412 318^ 82^ 20^ 316^ 237^
2 SUN. 6.51P 9 NBC SC	50			

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11			
WEEKEND DAYTIME CONT'D																																	
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SCHOOLHOUSE ROCK-10.56AM																																	
2 SAT. 10.56A 3 ABC CN																																	
SCHOOLHOUSE ROCK-11.55AM																																	
2 SUN. 11.55A 4 ABC CN																																	
SCOOBY & SCRAPPY DOO-1(S)																																	

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1980 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
WK # DAY		START TIME		DUR		PROG. NET TYPE		WK 1 WK 2		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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1 SUN. 8.11A 19 CBS CA 32 33																		B		.6		7		47		LT		LT		LT		298		194		228		195		92		66		272		102		209		186		141		56		260		117		957		614																																																																																																																																																																																																																																																																																																																																																																																																																													
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TIME OUT-8:28AM																		8		196		195		A		4.0		26		311		1595		305		A		LT																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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SAT. 9.28A 2 NBC CN 99 99																		B		4.9		23		381		1823		248		131		271		149		312		238		77		LT		258		258		258		26		LT		LT		192		A		77		1361		693																																																																																																																																																																																																																																																																																																																																																																																																																											
TIME OUT-10:28AM																		8		207		207		A		4.1		17		319		1724		202		A		83																																																																																																																																																																																																																																																																																																																																																																																																																																																					
SAT. 10.28A 2 NBC CN 99 99																		B		4.8		20		373		1758		306		106		202		100		119		74		41		83		295		179		210		103		116		85		333		A		109		894		580																																																																																																																																																																																																																																																																																																																																																																																																																											
TIME OUT-11:28AM																		8		198		198		A		5.0		20		389		1609		95		A		18																																																																																																																																																																																																																																																																																																																																																																																																																																																					
SAT. 11.28A 2 NBC CN 98 98																		B		5.3		22		412		1647		253		75		305		160		86		20		45		75		330		211		262		78		119		68		121		A		87		997		664																																																																																																																																																																																																																																																																																																																																																																																																																											
TIME OUT-12:28PM																		8		175		173		A		4.5		18		350		1883		175		A		86																																																																																																																																																																																																																																																																																																																																																																																																																																																					
SAT. 12.28P 2 NBC CN 90 90																		B		4.5		17		350		1757		299		109		359		197		212		15		25		72		309		171		258		154		98		51		272		A		159		1018		672																																																																																																																																																																																																																																																																																																																																																																																																																											
TOM AND JERRY																		8		185		184		A		5.1		27		397		1574		292		A		139																																																																																																																																																																																																																																																																																																																																																																																																																																																					
SAT. 8.30A 30 CBS CA 98 97																		B		4.7		27		366		1507		256		98		280		163		218		141		83		50		134		109		118		66		25		LT		131		A		43		994		561																																																																																																																																																																																																																																																																																																																																																																																																																											
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1 SAT. 1.30P 30 CBS CN 94

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				20,150 25.9	{				28,400 36.5	{							
	ABC TV	{				← THAT'S INCREDIBLE (8:00-8:53PM) (S)(OP) →				← NFL MONDAY NIGHT FOOTBALL MIAMI VS NEW YORK JETS (9:00-11:41PM) (-OP) (SUSTAINING 11:41-11:47PM) →									
	AVERAGE AUDIENCE (Households (000) & %)	{				15,720 20.2	19.4*	21.3*	19.3	20.6*	21.8*	20.6*	18.6*	{					
	SHARE OF AUDIENCE %	{				30 18.7	29* 20.1	31* 21.5	32 20.9	31* 21.0	33* 22.1	33* 21.6	33* 21.2	32* 20.0	18.8	18.5			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				15,870 20.4	16,340 21.0	18,910 24.3	16,260 20.9	16,960 21.8	{								
	CBS TV	{				FLO	LADIES' MAN (OP)	M*A*S*H (R)	WKRP IN CINCINNATI (R)	LOU GRANT	{								
	AVERAGE AUDIENCE (Households (000) & %)	{				13,850 17.8	14,320 18.4	16,420 21.1	14,470 18.6	12,990 16.7	16.8*	16.5*	{						
	SHARE OF AUDIENCE %	{				26 17.7	27 18.0	31 18.1	29 20.8	29 21.3	28* 18.4	28* 18.8	30* 16.9	30* 16.7	16.6	16.5			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				21,550 27.7	{				22,170 28.5	{							
	NBC TV	{				← LITTLE HOUSE-PRairie (OP) →				← NBC MONDAY NIGHT MOVIES FATHER DAMIEN: THE LEPER PRIEST (9:00-10:55PM) (S)(OP) →									
	AVERAGE AUDIENCE (Households (000) & %)	{				18,050 23.2	22.7*	23.6*	19.9	20.7*	20.3*	20.2*	18.3*	{					
	SHARE OF AUDIENCE %	{				34 22.4	33* 23.1	34* 23.2	32 20.7	31* 20.7	32* 20.6	34* 20.1	34* 20.5	34* 19.9	19.0	17.1			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				7,780 10.0	6,920 8.9	7,160 9.2	30,960 39.8	{									
	ABC TV	{				(1) (S)(OP) (-OP)	(2) (S)(OP) (-OP)	(3) (S)(OP)	← NFL MONDAY NIGHT FOOTBALL CHICAGO VS CLEVELAND (9:00-12:23AM) (-OP) (SUSTAINING 12:23-12:28AM) →										
	AVERAGE AUDIENCE (Households (000) & %)	{				6,690 8.6	6,300 8.1	7,000 9.0	15,720 20.2	17.3*	23.2*	25.9*	23.2*	{					
	SHARE OF AUDIENCE %	{				13 9.0	13 7.7	14 8.3	37 15.9	26* 18.6	36* 23.1	42* 23.3	42* 26.1	42* 25.7	42* 24.4	42* 22.0			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				21,550 27.7	21,080 27.1	18,360 23.6	9,730 12.5	7,240 9.3	6,850 8.8	{							
	CBS TV	{				FLO	LADIES' MAN (OP)	M*A*S*H (9:00-9:24PM) (R)(S)(OP)	CAMPAIGN '80: PRE ELECTION	REPUBLICAN POLITICAL-CBS	ANDERSON POLITICAL-CBS	{							
	AVERAGE AUDIENCE (Households (000) & %)	{				18,130 23.3	18,670 24.0	16,100 20.7	8,400 10.8	5,990 7.7	5,210 6.7	{							
	SHARE OF AUDIENCE %	{				36 21.5	36 25.0	30 24.2	17 20.3	13 11.5	13 10.1	13 7.7	13 7.8	13 6.9	13 6.5				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				23,570 30.3	{				16,880 21.7	8,640 11.1	5,370 6.9	{					
	NBC TV	{				← LITTLE HOUSE-PRairie (R)(OP) →				ALONE AT LAST (R)	REAGAN/BUSH POLIT.-MON 1	(4)	(5)(OP)	{					
	AVERAGE AUDIENCE (Households (000) & %)	{				15,870 20.4	18.2*	21.5*	14,550 18.7	7,000 9.0	4,980 6.4	{							
	SHARE OF AUDIENCE %	{				30 18.0	28* 18.3	32* 21.1	29 20.9	16 10.5	12 7.4	12 6.4	{						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	63.5	65.2	65.3	66.8	67.5	68.4	69.3	68.9	67.4	66.9	65.0	63.4	60.5	58.5	55.8	52.3	
		WK. 2	61.7	61.7	61.2	62.8	64.7	65.6	67.1	68.0	68.7	68.1	65.3	63.2	59.3	55.9	52.2	49.3	

U.S. TV Households: 77,800,000

(1) REAGAN/BUSH COMM. 2, ABC, (8:05-8:24PM)(S)

A-3 (3) ANDERSON COMMITTEE 1, ABC, (8:43-9:00PM)(S)

(2) CARTER/MONDALE COMM. 2, ABC, (8:24-8:43PM)(S)

(4) ANDERSON POLITICAL-MON 1, NBC, (10:30-10:45PM)(S)

For explanation of symbols, See page A.

EVE. MON. NOV. 3, 1980

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	26,140 33.6					EIGHT IS ENOUGH (OP)					19,760 25.4					SOAP		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	17,120 22.0	19.7*			20.9*				25.5*	18.4	18.9*		18.4*		17.9*			
	SHARE OF AUDIENCE %	34	31 *			33 *				39 *	31	30 *		30 *		32 *			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	14,630 18.8					12,290 15.8					28,400 36.5					CBS WEDNESDAY NIGHT MOVIE THE JAYNE MANSFIELD STORY (9:00-10:55PM)(S)(OP)		
	CBS TV	BUGS BUNNY HOWL- OWEEN SPL (R)					RAGGEDY ANN & ANDY-PIMPIN (R)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)	12,990 16.7				11,590 14.9				18,520 23.8	21.0*		24.5*		25.4*		24.5*		
	SHARE OF AUDIENCE %	26				23				39	32 *		39 *		42 *		44 *		
W E K 3	TOTAL AUDIENCE (Households (000) & %)	20,310 26.1					14,700 18.9					NBC MOVIE OF THE WEEK THE OMEN(R) (9:00-10:55PM)(S)(OP)							
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	16,180 20.8	20.0*			21.5*				8,710 11.2	10.7*		11.8*		11.6*		10.8*		
	SHARE OF AUDIENCE %	33	32 *			33 *				18	16 *		19 *		19 *		19 *		
W E K 4	TOTAL AUDIENCE (Households (000) & %)	16,420 21.1					17,970 23.1					VEGAS (9:00-10:55PM) (SUS-OP)							
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	12,910 16.6	16.3*			16.9*				12,290 15.8	15.9*		16.2*		15.7*		15.5*		
	SHARE OF AUDIENCE %	26	25 *			26 *				25	24 *		25 *		25 *		26 *		
W E K 5	TOTAL AUDIENCE (Households (000) & %)	17,820 22.9					25,670 33.0					CBS WEDNESDAY NIGHT MOVIE LOVE AT FIRST BITE							
	CBS TV						DUKES OF HAZZARD(B) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	14,780 19.0	18.2*			19.7*				18,130 23.3	23.0*		24.1*		23.7*		22.6*		
	SHARE OF AUDIENCE %	29	28 *			30 *				37	35 *		37 *		38 *		39 *		
W E K 6	TOTAL AUDIENCE (Households (000) & %)	19,760 25.4					19,370 24.9					NBC MOVIE OF THE WEEK ALCATRAZ: THE WHOLE SHOCKING STORY, PART 1							
	NBC TV						REAL PEOPLE (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	16,340 21.0	20.9*			21.2*				13,150 16.9	16.9*		17.4*		17.0*		16.5*		
	SHARE OF AUDIENCE %	32	33 *			32 *				27	26 *		27 *		28 *		28 *		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.0	60.5	59.3	60.7	62.7	63.5	63.6	64.7	65.0	65.0	63.8	63.2	62.0	60.0	57.9	53.7	
		WK. 2	62.1	63.9	63.3	64.2	63.8	64.5	64.8	66.0	64.6	65.3	65.4	64.4	62.2	61.0	60.7	56.7	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.WED. NOV.5, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,160 18.2		14,160 18.2		16,180 20.8		14,080 18.1		14,630 18.8			
		AVERAGE AUDIENCE (Households (000) & %)					11,980 15.4		12,760 16.4		14,000 18.0		12,140 15.6		11,670 15.0			
		SHARE OF AUDIENCE %					26		27		29		25		26		15.3*	14.6*
		AVG. AUD. BY ¼ HR.					15.2	15.6	15.7	17.0	18.0	18.0	15.5	15.8	15.0	15.6	14.9	14.3
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,800 21.6				24,900 32.0							
		AVERAGE AUDIENCE (Households (000) & %)					13,620 17.5				17,350 22.3							
		SHARE OF AUDIENCE %					29				37							
		AVG. AUD. BY ¼ HR.					16.1	17.1	18.1	18.6	20.4	21.8	22.5	22.1	22.7	23.0	23.3	22.5
E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,180 20.8				16,730 21.5							
		AVERAGE AUDIENCE (Households (000) & %)					12,210 15.7				10,430 13.4							
		SHARE OF AUDIENCE %					26				22							
		AVG. AUD. BY ¼ HR.					15.2	15.9	15.8	15.8	13.1	13.0	13.3	13.6	13.9	13.9	13.6	12.7
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					21,320 27.4				16,960 21.8		15,250 19.6		16,570 21.3			
		AVERAGE AUDIENCE (Households (000) & %)					17,120 22.0				15,090 19.4		13,930 17.9		12,140 15.6			
		SHARE OF AUDIENCE %					35				30		28		27		16.6*	14.5*
		AVG. AUD. BY ¼ HR.					20.2	22.0	22.7	23.0	19.6	19.3	17.6	18.2	16.7	16.5	15.5	13.5
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					21,400 27.5								23,570 30.3			
		AVERAGE AUDIENCE (Households (000) & %)					13,690 17.6								19,220 24.7			
		SHARE OF AUDIENCE %					28								42		24.2*	25.2*
		AVG. AUD. BY ¼ HR.					16.0	16.1	16.3	16.2	17.5	18.6	19.5	20.2	23.6	24.7	25.0	25.5
E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,680 25.3								13,690 17.6			
		AVERAGE AUDIENCE (Households (000) & %)					13,150 16.9								10,190 13.1			
		SHARE OF AUDIENCE %					26								23		13.8*	12.4*
		AVG. AUD. BY ¼ HR.					14.4	14.8	15.2	16.0	18.3	18.6	19.5	18.6	14.3	13.3	12.5	12.3
TV HOUSEHOLDS USING TV			WK. 1	54.4	55.5	56.1	58.1	58.3	59.8	60.9	61.8	61.9	62.9	61.9	60.5	59.6	59.3	57.8
(See Def. 1)			WK. 2	58.9	59.7	60.5	61.1	62.0	63.0	63.2	64.2	63.7	65.2	64.6	64.5	60.9	59.5	57.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.31, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,230 17.0		13,230 17.0		19,140 24.6							
	ABC TV						BENSON		I'M A BIG GIRL NOW (OP)						HOLMES/ALI CHAMP. FIGHT (9:00-10:47PM) (SUSPENDING 10:47-11:12PM)			
	AVERAGE AUDIENCE (Households (000) & %)						11,440 14.7		11,900 15.3		12,060 15.5		14.8*		14.8*		16.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 13.8	15.7	26 15.1	15.4	26 14.9	25 *	14.4	24 *	15.2	15.8	28 *	17.0
K 1	TOTAL AUDIENCE (Households (000) & %)						19,450 25.0				27,540 35.4							
	CBS TV								DUKES OF HAZZARD (R)(OP)						DALLAS (9:00-10:54PM) (R)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						14,860 19.1	17.9*		20.2*	17,970 23.1	21.5*			22.2*		24.1*	25.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						33 17.4	32 *		35 *	40 21.0	36 *	22.0	22.0	37 *	23.9	42 *	46 *
E K 2	TOTAL AUDIENCE (Households (000) & %)						17,890 23.0								8,010 10.3		5,520 7.1	
	NBC TV										NBC FRIDAY NIGHT MOVIE THE LEGEND OF SLEEPY HOLLOW (OP)				NBC NEWS SPECIAL REPORT THE HOSTAGES- ONE YEAR		REAGAN/BUSH POLITICAL-FRI	
	AVERAGE AUDIENCE (Households (000) & %)						10,040 12.9	12.2*		12.2*		13.2*		13.9*	6,460 8.3		4,280 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 12.6	22 *		21 *	13.0	22 *	14.3	23 *	14 8.9	7.7	10 5.5	5.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)						14,470 18.6		14,780 19.0		18,910 24.3							
	ABC TV						BENSON		I'M A BIG GIRL NOW (OP)						ABC FRIDAY NIGHT MOVIE COMA (9:00-11:20PM)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)						12,910 16.6		13,690 17.6		11,050 14.2	13.4*		13.0*		14.6*		14.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 15.4	17.7	29 17.6	17.5	23 13.5	21 *	13.2	21 *	23 *	14.7	24 *	14.8
E K 2	TOTAL AUDIENCE (Households (000) & %)						18,910 24.3				29,330 37.7				32,440 41.7			
	CBS TV								INCREDIBLE HULK (OP)					DALLAS(B)-2 (R)		DALLAS		
	AVERAGE AUDIENCE (Households (000) & %)						14,470 18.6	17.3*		19.9*	24,820 31.9	30.1*		33.7*	29,720 38.2	37.8*		38.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						31 17.2	29 *		33 *	51 29.1	48 *	32.7	53 *	61 37.4	61 *	62 *	38.2
E K 2	TOTAL AUDIENCE (Households (000) & %)						14,940 19.2								6,850 8.8			
	NBC TV										NBC FRIDAY NIGHT MOVIE THE RETURN OF THE PINK PANTHER(R)				NBC MAGAZINE			
	AVERAGE AUDIENCE (Households (000) & %)						8,950 11.5	11.4*		11.5*		12.0*		11.3*	4,900 6.3	6.5*		6.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 11.6	19 *		19 *	11.8	19 *	11.8	18 *	10 6.8	10 *	10 *	6.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	51.9	53.5	53.5	55.0	55.9	56.7	57.7	58.6	58.9	60.0	60.8	60.8	58.3	57.4	55.2	52.6
		WK. 2	54.5	56.2	56.6	57.7	58.0	59.6	60.3	61.1	62.2	63.0	63.1	63.2	62.4	62.5	62.5	61.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. NOV.7, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.1, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	26,370 33.9																
	ABC TV	LOVE BOAT (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	20,070 25.8																
	SHARE OF AUDIENCE %	FANTASY ISLAND (10:00-10:55PM) (S)(OP)																
W E K 1	AVERAGE AUDIENCE (Households (000) & %)	19,060																
	SHARE OF AUDIENCE %	24.5 19.7* 24.7* 26.9* 26.5* 21.1 21.0* 21.3*																
	AVG. AUD. BY ¼ HR. %	41 34* 41* 44* 45* 39 38* 40*																
	TOTAL AUDIENCE (Households (000) & %)	18.4 20.9 24.0 25.4 26.7 27.1 26.9 26.2 21.0 21.0 21.5 21.0																
W E K 1	TOTAL AUDIENCE (Households (000) & %)	13,230 17.0																
	CBS TV	WKRP IN CINCINNATI TIM CONWAY SHOW (OP) CBS SATURDAY NIGHT MOVIE THE RETURN OF FRANK CANNON (9:00-10:55PM)(S)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)	11,510 8,870 11,280																
	SHARE OF AUDIENCE %	14.8 11.4 14.5 12.8* 13.3* 15.6* 16.6*																
W E K 1	AVG. AUD. BY ¼ HR. %	25 19 25 21* 22* 28* 31*																
	TOTAL AUDIENCE (Households (000) & %)	15.3 14.2 11.1 11.7 12.5 13.2 13.3 15.2 16.0 16.6 16.6																
	NBC TV	18,440 23.7																
	AVERAGE AUDIENCE (Households (000) & %)	11,510																
W E K 1	SHARE OF AUDIENCE %	14.8 15.1* 15.6* 14.8* 13.6* 8,170																
	AVG. AUD. BY ¼ HR. %	25 26* 26* 24* 23* 10.5 11.0* 10.0*																
	TOTAL AUDIENCE (Households (000) & %)	14.8 15.4 15.8 15.4 15.0 14.7 13.9 13.2 11.4 10.5 9.9 10.0																
	ABC TV	27,310 35.1																
W E K 1	AVERAGE AUDIENCE (Households (000) & %)	20,070																
	SHARE OF AUDIENCE %	25.8 23.0* 26.2* 28.0* 22.4 22.4* 22.3* 22.5*																
	AVG. AUD. BY ¼ HR. %	45 41* 45* 48* 40 39* 40* 41*																
	TOTAL AUDIENCE (Households (000) & %)	21.9 24.1 25.8 26.7 28.5 27.6 22.6 22.3 22.2 22.4 22.8 22.1																
W E K 2	TOTAL AUDIENCE (Households (000) & %)	13,540 17.4																
	CBS TV	WKRP IN CINCINNATI TIM CONWAY SHOW (OP) CBS SATURDAY NIGHT MOVIE GEORGIA PEACHES																
	AVERAGE AUDIENCE (Households (000) & %)	11,980 10,430 10,270																
	SHARE OF AUDIENCE %	15.4 13.4 13.2 11.5* 13.4* 13.7* 14.1*																
W E K 2	AVG. AUD. BY ¼ HR. %	27 23 23 20* 24* 24* 26*																
	TOTAL AUDIENCE (Households (000) & %)	15.6 15.3 13.8 13.1 11.1 11.8 13.4 13.5 13.8 13.5 13.9 14.3																
	NBC TV	19,370 24.9																
	AVERAGE AUDIENCE (Households (000) & %)	10,660																
W E K 2	SHARE OF AUDIENCE %	13.7 12.4* 13.4* 13.9* 14.6* 14.5* 13.4*																
	AVG. AUD. BY ¼ HR. %	24 22* 23* 24* 26* 26* 25*																
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	54.8	55.9	56.4	57.6	58.3	59.0	59.5	60.1	61.0	61.1	60.0	59.0	55.5	54.7	53.6	52.0
		WK. 2	53.2	53.5	53.4	54.8	56.3	56.8	57.4	58.0	58.4	58.6	56.9	57.0	56.3	56.2	55.5	53.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. NOV.8, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.1, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,840
(Households (000) & %) { 7.5

ABC TVABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 5,600
(Households (000) & %) { 7.2
SHARE OF AUDIENCE % 16
AVG. AUD. BY ¼ HR. % 7.2

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

11,980
15.4

SATURDAY NIGHT
(11:30-12:49AM)
(SUSTAINING 12:49-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

7,080

9.1

9.5*

9.5*

29

26 *

31 *

9.6

9.4

9.4

9.5

8.3

7.2

TOTAL AUDIENCE {
(Households (000) & %) {

5,760
7.4**ABC TV**ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,520

7.1

15

7.1

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

13,850
17.8

SATURDAY NIGHT
(11:30-12:49AM)
(SUSTAINING 12:49-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,950

11.5

12.3*

11.7*

36

34 *

38 *

12.7

11.9

12.1

11.3

10.0

9.7

TV HOUSEHOLDS USING TV	WK. 1	47.7	44.0	37.4	34.5	32.1	29.3	26.5	24.8	22.7	20.2	17.4	15.2	13.4	12.3	10.9	9.3
(See Def. 1)	WK. 2	48.9	43.4	37.9	34.2	32.4	29.6	27.1	24.2	21.7	20.1	17.1	15.0	13.3	11.9	10.1	9.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. NOV.8, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.2, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	14,240 18.3				22,410 28.8											
	ABC TV		THOSE AMAZING ANIMALS (OP)				ABC SUNDAY NIGHT MOVIE A STAR IS BORN (8:00-10:55PM)(S)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	10,580 13.6	13.2*		14.0*	11,830 15.2	15.6*		16.1*		16.2*		15.3*		14.3*		13.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 12.5	21*	13.9	22*	23	23*	16.0	23*	16.5	24*	15.6	23*	14.4	22*	13.9	22*
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	26,300 33.8				22,640 29.1				20,540 26.4	19,920 25.6			20,770 26.7			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (OP)				ALICE		JEFFERSONS		BODY HUMAN: THE SEXES II (10:00-10:55PM)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	20,690 26.6	25.3*		27.9*	18,520 23.8	23.4*		24.2*	18,910 24.3	18,590 23.9			16,030 20.6	21.7*		19.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	42 24.3	41*	27.7	43*	35	35*	24.1	35*	36	35	24.9	23.6	22.1	21.3	19.9	32*
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	23,810 30.6								26,690 34.3							
	NBC TV		DISNEY'S WONDERFUL WORLD THE APPLE DUMPLING GANG(R) (OP)								BIG EVENT THE GAUNTLET (9:00-11:01PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	14,860 19.1	15.3*		17.5*		21.2*		22.3*	19,530 25.1	22.6*		25.0*		26.0*		26.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 14.2	25*	17.1	27*	20.7	31*	22.1	32*	39	33*	24.7	37*	26.0	40*	26.5	44*
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	13,300 17.1				24,040 30.9											
	ABC TV		THOSE AMAZING ANIMALS (OP)				ABC SUNDAY NIGHT MOVIE THE SPY WHO LOVED ME (8:00-10:36PM)(SUS-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	9,960 12.8	12.1*		13.5*	15,330 19.7	18.1*		20.5*		21.4*		21.6*		18.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 11.6	19*	13.3	20*	28	26*	20.3	29*	30*	30*	21.8	30*	18.9	26*	15.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	28,010 36.0				23,180 29.8	24,270 31.2			25,600 32.9	26,530 34.1			35,320 45.4			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		DALLAS(B)-3			
	AVERAGE AUDIENCE (Households (000) & %)	{	23,110 29.7	29.0*		30.4*	21,160 27.2	22,720 29.2		24,270 31.2	24,970 32.1			31,120 40.0	39.2*		40.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	45 27.7	45*	30.8	45*	39	41	28.6	44	45	31.7	31.0	59	56*	41.0	63*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	15,250 19.6				18,980 24.4											
	NBC TV		DISNEY'S WONDERFUL WORLD OL' YELLER, PART 1(R) (7:12-8:00PM)(OP)								BIG EVENT ALL THE PRESIDENT'S MEN (8:00-10:52PM)(OP)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	12,530 16.1			16.8*	10,580 13.6	15.0*		14.8*		14.3*		14.2*		11.6*		11.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 13.8		15.2	25*	19	22*	15.1	21*	20*	20*	14.4	20*	17*	11.2	10.9	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.5	63.1	64.4	65.9	67.0	68.1	68.6	68.8	68.7	67.8	68.1	67.6	65.2	63.8	62.2	58.9
		WK. 2	63.0	65.2	66.4	67.4	68.5	69.9	71.1	71.7	71.5	71.9	71.1	71.5	69.9	69.7	67.4	62.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. NOV.9, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	3,810 4.9	ABC WEEKEND REPORT-SUN.															
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{	2,960 3.8																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	9 4.3	3.4															
2	TOTAL AUDIENCE (Households (000) & %)		{	5,130 6.6	7,080 9.1	CBS NEWS SPEC. RPT- SUN 2 (11:30-12:04AM)														
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{	4,980 6.4	5,760 7.4															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	14 6.4	26 8.1	7.0	6.3													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	3,730 4.8	1,480 1.9	SUNDAY NIGHT MOVIE THE GREATEST (12:30-2:35AM)														
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{	2,880 3.7	700 .9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	15 22.1	13* 4.1	3.8	3.6	3.3	1.3	1.1	1.0	1.0	1.0	.9	.8	.6	<<			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	3,730 4.8	ABC WEEKEND REPORT-SUN.															
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{	3,730 4.8																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	10 4.8																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	8,250 10.6	CBS SUNDAY NEWS-BRADLEY															
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{	8,010 10.3																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	20 10.3																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	2,410 3.1	NBC LATE NIGHT MOVIE TOO FAR TO GO (11:30-1:35AM)															
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{	1,170 1.5	2.2*			1.6*			1.3*			1.1*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	7 2.3	7* 2.2	1.9	1.3	1.3	1.3	1.1	1.1	1.1	1.1	1.1						
TV HOUSEHOLDS USING TV (See Def. 1)				WK. 1	47.7	41.2	31.9	27.1	22.5	19.0	15.7	13.9	12.5	11.4	9.8	8.6	7.4	6.1	4.6	3.5
				WK. 2	51.7	43.2	33.3	28.9	25.2	22.6	19.4	17.7	15.3	12.9	9.8	7.6	6.4	5.3	4.0	3.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,370 6.9		5,520 7.1												
		GOOD MORNING, AMERICA-730 (CO-OP)		{		(PARTICIPATING)		(CO-OP)		(PARTICIPATING)									
		AVERAGE AUDIENCE (Households (000) & %)	{		4,360 5.6		4,820 6.2												
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		27 5.7		30 6.2		6.2										
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{		3,660 4.7		3,660 4.7		4,050 5.2		4,670 6.0								
		MORNING-CHARLES KURALT (CO-OP)		{		(PARTICIPATING)		CAPTAIN KANGAROO		JEFFERSONS M-F		ALICE-M-F							
		AVERAGE AUDIENCE (Households (000) & %)	{		2,410 3.1		2,330 3.0		3,500 4.5		4,050 5.2								
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		16 3.0		14 2.7		23 4.4		27 4.9								
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,130 6.6		5,840 7.5		2,180 2.8		2,490 3.2								
		TODAY SHOW-7.30AM (CO-OP)		{		(PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING)		LAS VEGAS GAMBIT		BLOCKBUSTERS					
		AVERAGE AUDIENCE (Households (000) & %)	{		4,120 5.3		4,900 6.3		1,790 2.3		2,100 2.7								
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		26 5.2		31 6.6		12 2.3		14 2.6								
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,130 6.6		5,760 7.4		2,180 2.8		2,490 3.2								
		GOOD MORNING, AMERICA-730 (CO-OP)		{		(PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING)									
		AVERAGE AUDIENCE (Households (000) & %)	{		4,050 5.2		4,900 6.3		1,790 2.3		2,100 2.7								
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		25 5.2		30 6.4		6.4										
W	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{		5,130 6.6		3,580 4.6		4,280 5.5		5,130 6.6								
		MORNING-CHARLES KURALT (CO-OP)		{		(PARTICIPATING)		CAPTAIN KANGAROO (MTMF)(OP)		JEFFERSONS M-F (MTMF)(S)(OP)		ALICE-M-F (MTMF)(S)(OP)							
		AVERAGE AUDIENCE (Households (000) & %)	{		2,720 3.5		2,180 2.8		3,730 4.8		4,360 5.6								
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		17 3.7		14 2.5		24 4.5		29 5.0								
E	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,910 7.6		5,840 7.5		2,570 3.3		2,720 3.5								
		TODAY SHOW-7.30AM (CO-OP)		{		(PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING)		LAS VEGAS GAMBIT		BLOCKBUSTERS					
		AVERAGE AUDIENCE (Households (000) & %)	{		4,590 5.9		4,820 6.2		2,180 2.8		2,330 3.0								
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		28 5.9		29 6.4		14 2.7		16 2.8								
K	2	TV HOUSEHOLDS USING TV WK. 1																	
		(See Def. 1) WK. 2																	
U.S. TV Households: 77,800,000																			

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,060 6.5		{ 5,290 6.8		{ 5,600 7.2		{ 8,170 10.5		{ 8,790 11.3							
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE >(S)(OP)>(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.3		{ 4,430 5.7		{ 4,590 5.9		{ 6,540 8.4		{ 6,850 8.8		{ 8.4* 32 *		{ 9.2* 34 *			
	SHARE OF AUDIENCE %	22		21 *		22 *		25		31 *		33 *		33 *		9.4	
W E K 2	AVG. AUD. BY ¼ HR. %	3.9	4.0	4.4	4.8	5.4	6.0	5.8	6.0	7.6	8.3	8.7	8.7	8.1	8.6	9.0	9.4
	TOTAL AUDIENCE (Households (000) & %)	{ 5,290 6.8		{ 6,150 7.9		{ 5,520 7.1		{ 7,310 9.4		{ 7,240 9.3							
	CBS TV	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)						SEARCH FOR TOMORROW >(S)(OP)		YOUNG AND THE RESTLESS >(S)(OP)			AS THE WORLD TURNS >(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,670 6.0		{ 5,290 6.8		{ 4,820 6.2		{ 5,760 7.4		{ 5,910 7.6		{ 7.6* 28		{ 7.8* 29 *			
W E K 1	SHARE OF AUDIENCE %	31		33		27		30		29 *		30 *		28		29 *	
	AVG. AUD. BY ¼ HR. %	5.8	6.3	6.5	7.0	6.3	6.3	7.0	7.2	7.6	7.7	7.5	7.6	7.7	7.7	7.7	
	TOTAL AUDIENCE (Households (000) & %)	{ 3,810 4.9		{ 4,120 5.3		{ 2,880 3.7		{ 3,500 4.5		{ 5,840 7.5		{ 4,900 6.3					
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS (MTUTHF)(S)(OP)		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES			ANOTHER WORLD		
AVERAGE AUDIENCE (Households (000) & %)	{ 3,270 4.2		{ 3,580 4.6		{ 2,490 3.2		{ 2,960 3.8		{ 4,430 5.7		{ 3,660 4.7		{ 4.8* 18		{ 4.7* 17 *		
W E K 2	SHARE OF AUDIENCE %	22		23		14		16		22		22 *		18 *		17 *	
	AVG. AUD. BY ¼ HR. %	4.1	4.3	4.6	4.6	3.1	3.2	3.8	3.9	5.5	5.6	5.7	5.8	4.8	4.7	4.7	
	TOTAL AUDIENCE (Households (000) & %)	{ 5,990 7.7		{ 5,450 7.0		{ 5,840 7.5		{ 8,870 11.4		{ 9,340 12.0							
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)>(-OP)				
AVERAGE AUDIENCE (Households (000) & %)	{ 4,200 5.4		{ 4,590 5.9		{ 4,980 6.4		{ 6,850 8.8		{ 7,000 9.0		{ 9.0 33						
W E K 1	SHARE OF AUDIENCE %	26		26 *		25		27		8.5* 33 *		9.2* 35 *		9.0		33	
	AVG. AUD. BY ¼ HR. %	5.0	5.3	5.6	5.9	5.5	6.2	6.2	6.5	8.2	8.7	9.1	9.3	8.7	9.0	9.0	
	TOTAL AUDIENCE (Households (000) & %)	{ 5,520 7.1		{ 5,910 7.6		{ 5,290 6.8		{ 7,470 9.6		{ 7,310 9.4							
	CBS TV	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)						SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS			AS THE WORLD TURNS (S)(OP)>(SUS-OP)> (-OP)				
AVERAGE AUDIENCE (Households (000) & %)	{ 4,670 6.0		{ 5,210 6.7		{ 4,670 6.0		{ 5,760 7.4		{ 5,910 7.6		{ 7.7* 28		{ 7.6 33				
W E K 2	SHARE OF AUDIENCE %	30		32		25		30		30 *		31 *		28		33	
	AVG. AUD. BY ¼ HR. %	5.7	6.2	6.5	6.8	5.9	6.0	6.9	7.4	7.6	7.9	7.5	7.5	7.5	7.5	7.5	
	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.5		{ 3,660 4.7		{ 2,720 3.5		{ 2,960 3.8		{ 5,290 6.8		{ 4,510 5.8					
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES >(S)(OP)			ANOTHER WORLD (S)(OP)>(SUS-OP)> (-OP)		
AVERAGE AUDIENCE (Households (000) & %)	{ 3,030 3.9		{ 3,110 4.0		{ 2,180 2.8		{ 2,490 3.2		{ 3,890 5.0		{ 3,500 4.5		{ 4.5 17		{ 4.6 17		
TV HOUSEHOLDS USING TV (See Def. 1)	SHARE OF AUDIENCE %	20		19		12		14		19		19 *		19 *		27.4	
	AVG. AUD. BY ¼ HR. %	3.8	4.0	3.9	4.0	2.8	2.9	3.1	3.3	4.9	5.1	5.0	4.9	4.6	4.6	4.6	
	WK. 1	19.1	19.7	20.0	21.4	23.3	24.1	23.7	24.2	25.2	26.0	26.2	26.5	25.9	26.7	27.0	27.7
	WK. 2	19.5	20.1	20.8	21.6	23.3	24.5	23.7	24.5	25.4	26.3	26.1	26.6	26.7	27.2	27.0	27.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 11,130 14.3		GENERAL HOSPITAL (SUS-OP)		4,200 5.4		EDGE OF NIGHT >(S)(OP)		(S)(OP)						10,430 13.4 ABC WORLD NEWS TONIGHT	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,870 11.4		11.0*		11.7*		3,810 4.9								9,180 11.8	
	SHARE OF AUDIENCE %	{ 39		39 *		39 *		16								21	
	AVG. AUD. BY ¼ HR.	{ 10.8		11.3		11.6		11.9		5.0		4.7				11.6 12.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,390 9.5		GUIDING LIGHT >(S)(OP)		4,200 5.4		ONE DAY AT A TIME-M-F								14,000 18.0 CBS EVENING NEWS-CRONKITE	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,990 7.7		7.6*		7.8*		3,580 4.6								12,450 16.0	
	SHARE OF AUDIENCE %	{ 26		27 *		26 *		15								28	
	AVG. AUD. BY ¼ HR.	{ 7.6		7.5		7.7		8.0		4.3		4.8				15.8 16.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,430 5.7		TEXAS >(S)(OP)												11,670 15.0 NBC NIGHTLY NEWS	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,110 4.0		4.0*		4.1*										10,270 13.2	
	SHARE OF AUDIENCE %	{ 14		14 *		14 *										23	
	AVG. AUD. BY ¼ HR.	{ 4.0		3.9		4.0		4.3								12.9 13.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,970 14.1		GENERAL HOSPITAL (S)(OP)(SUS-OP) (-OP)>		4,280 5.5		EDGE OF NIGHT (MTUMF)>(OP) (S)(OP)								11,130 14.3 ABC WORLD NEWS TONIGHT	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,790 11.3				3,810 4.9										9,730 12.5	
	SHARE OF AUDIENCE %	{ 38				16										22	
	AVG. AUD. BY ¼ HR.	{ 11.0				4.9		5.0								12.2 12.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,310 9.4		GUIDING LIGHT >(S)(OP)		4,360 5.6		ONE DAY AT A TIME-M-F (MTUMF)(S)(OP)								14,080 18.1 CBS EVENING NEWS-CRONKITE	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,910 7.6		7.4*		7.8*		3,580 4.6								12,450 16.0	
	SHARE OF AUDIENCE %	{ 26		26 *		26 *		15								28	
	AVG. AUD. BY ¼ HR.	{ 7.4		7.5		7.7		7.8		4.3		4.8				15.7 16.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,430 5.7		TEXAS >(S)(OP)												12,060 15.5 NBC NIGHTLY NEWS	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,190 4.1		4.0*		4.3*										10,740 13.8	
	SHARE OF AUDIENCE %	{ 14		14 *		14 *										24	
	AVG. AUD. BY ¼ HR.	{ 3.9		3.9		4.3		4.3								13.4 14.2	
TV HOUSEHOLDS USING TV		WK. 1	27.7	29.1	30.3	31.6	30.8	32.7	34.0	36.6	38.6	40.9	43.0	46.6	50.5	53.8	55.7
(See Def. 1)		WK. 2	27.8	29.5	30.5	31.1	30.4	32.5	33.6	35.6	38.0	41.1	44.1	46.9	51.6	54.8	57.1
																	59.4

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 1, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						4,820 6.2	5,990 7.7	6,770 8.7	6,540 8.4		6,920 8.9			5,760 7.4			
	ABC TV						GREATEST SUPERFRIENDS-I (OP)	GREATEST SUPERFRIENDS-2 (OP)	NEW SCOOBY & SCRAPPY DOO (OP)	SCOOBY & SCRAPPY DOO-1 (9:30-9:58AM) (OP)		SCOOBY & SCRAPPY DOO-2 (9:58-10:30AM) (OP)				THUNDARR-THE BARBARIAN		
	AVERAGE AUDIENCE (Households (000) & %)						3,810 4.9	5,210 6.7	5,760 7.4	5,840 7.5		5,910 7.6			5,210 6.7			
	SHARE OF AUDIENCE %						24	28	36	27		27			28			
WEEK 2	AVG. AUD. BY ¼ HR. %						4.1	5.7	6.5	6.9	7.3	7.4	7.4	7.3	7.7	7.7	6.8	6.6
	TOTAL AUDIENCE (Households (000) & %)						3,030 3.9	4,670 6.0	7,390 9.5	8,560 11.0		9,100 11.7				7,700 9.9		
	CBS TV						MIGHTY MOUSE-HECKL-JECKL (OP)	TOM AND JERRY (OP)	BUGS BUNNY/ROAD RUNNER I (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)				ALL NEW POPEYE HOUR I (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						2,410 3.1	3,730 4.8	6,150 7.9	7,390 9.5		7,700 9.9				6,300 8.1		
WEEK 3	SHARE OF AUDIENCE %						20	25	35	36		38				32		
	AVG. AUD. BY ¼ HR. %						2.8	3.5	4.2	5.4	7.2	8.7	9.1	9.8	10.0	9.9	8.2	8.0
	TOTAL AUDIENCE (Households (000) & %)						3,660 4.7	4,360 5.6	3,810 4.9	4,430 5.7		4,360 5.6				5,450 7.0		
	NBC TV						GODZILLA/DYNOMUTT HOUR I (OP)	GODZILLA/DYNOMUTT HOUR II (OP)	FRED & BARNEY/SHMOO I (OP)	FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)				DAFFY DUCK SHOW (OP)		
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)						2,880 3.7	3,420 4.4	3,110 4.0	3,810 4.9		3,730 4.8				4,430 5.7		
	SHARE OF AUDIENCE %						26	24	18	20		19				23		
	AVG. AUD. BY ¼ HR. %						3.7	3.7	4.5	4.4	3.9	4.1	4.9	5.0	4.8	4.8	5.6	5.8
	TOTAL AUDIENCE (Households (000) & %)						4,510 5.8	5,370 6.9	7,000 9.0	6,850 8.8		7,000 9.0				5,840 7.5		
WEEK 5	ABC TV						GREATEST SUPERFRIENDS-I (OP)	GREATEST SUPERFRIENDS-2 (OP)	FONZ/HAPPY DAYS GANG (OP)	RICHIE RICH (9:30-10:01AM) (OP)		SCOOBY & SCRAPPY DOO (10:01-10:30AM) (OP)				THUNDARR-THE BARBARIAN (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						3,660 4.7	4,670 6.0	5,910 7.6	5,910 7.6		6,150 7.9				4,750 6.1		
	SHARE OF AUDIENCE %						26	26	36	31		30				26		
	AVG. AUD. BY ¼ HR. %						4.1	5.3	5.8	6.1	7.2	7.9	7.5	7.7	8.1	7.7	6.1	6.1
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						3,420 4.4	5,370 6.9	7,080 9.1	8,250 10.6		8,010 10.3				7,160 9.2		
	CBS TV						MIGHTY MOUSE-HECKL-JECKL (OP)	TOM AND JERRY (OP)	BUGS BUNNY/ROAD RUNNER I (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)				ALL NEW POPEYE HOUR I (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						2,720 3.5	4,120 5.3	5,840 7.5	6,920 8.9		7,160 9.2				5,910 7.6		
	SHARE OF AUDIENCE %						24	28	33	37		37				31		
WEEK 7	AVG. AUD. BY ¼ HR. %						3.2	3.8	4.6	6.0	7.2	7.8	8.5	9.4	9.3	9.1	7.8	7.4
	TOTAL AUDIENCE (Households (000) & %)						2,960 3.8	4,430 5.7	3,500 4.5	3,500 4.5		3,660 4.7				5,290 6.8		
	NBC TV						GODZILLA/DYNOMUTT HOUR I (OP)	GODZILLA/DYNOMUTT HOUR II (OP)	FRED & BARNEY/SHMOO I (OP)	FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)				DAFFY DUCK SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						2,180 2.8	3,350 4.3	2,720 3.5	2,880 3.7		3,030 3.9				4,120 5.3		
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	5.9	7.4	10.1	13.2	14.8	16.8	18.6	20.1	21.6	23.4	25.7	26.6	26.1	26.1	25.3	25.7	
	WK. 2	5.6	6.8	8.7	11.1	13.2	15.4	18.0	19.9	21.8	23.0	23.5	24.7	24.7	24.7	24.4	24.5	
U.S. TV Households: 77,800,000																		

For explanation of symbols, See page A.

DAY SAT. NOV. 8, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.1, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,680 7.3	5,290 6.8		4,510 5.8	15,870 20.4											
	ABC TV		HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)		NCAA FOOTBALL PRE GAME (12:00-12:29PM) (-OP)								NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES ~ (12:23-4:03PM)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,980 6.4	4,360 5.6		3,660 4.7	7,240 9.3		6.9*		8.4*		9.3*		10.2*		10.9*	
	SHARE OF AUDIENCE %		27	25		20	31		26 *		29 *		31 *		34 *		34 *	
	AVG. AUD. BY ¼ HR.	%	6.2	6.5	5.4	5.8	4.6	5.3	6.3	7.4	8.1	8.7	9.1	9.4	10.3	10.1	10.5	11.3
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	6,610 8.5	5,680 7.3		6,460 8.3	5,910 7.6		5,840 7.5		3,970 5.1							
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)	DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		WHAT'S-ELECTION ALL ABOUT							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,450 7.0	4,670 6.0		5,370 6.9	5,060 6.5		5,060 6.5		3,270 4.2							
	SHARE OF AUDIENCE %		28	24		28	24		22		14							
	AVG. AUD. BY ¼ HR.	%	7.3	6.7	5.9	6.2	7.3	6.6	6.5	6.5	6.6	6.4	4.4	3.9				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,670 6.0	5,680 7.3		4,750 6.1	3,350 4.3											
	NBC TV		BATMAN & SUPER 7 (OP)	BATMAN & SUPER 7 (OP)		JOHNNY QUEST (OP)	DRAWING POWER											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4	4,750 6.1		3,970 5.1	2,650 3.4											
	SHARE OF AUDIENCE %		21	24		21	13											
	AVG. AUD. BY ¼ HR.	%	5.4	5.4	6.0	6.2	5.1	5.1	3.7	3.2								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,760 7.4	4,820 6.2		5,760 7.4	18,520 23.8											
	ABC TV		HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)		NCAA FOOTBALL PRE GAME (12:00-12:29PM)								NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES ~ (12:26-3:58PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,900 6.3	3,810 4.9		4,590 5.9	8,790 11.3		8.4*		10.0*		11.3*		10.8*		11.9*	
	SHARE OF AUDIENCE %		28	23		24	38		31 *		35 *		39 *		38 *		40 *	
	AVG. AUD. BY ¼ HR.	%	6.1	6.5	4.9	5.0	5.6	6.3	8.1	8.8	9.8	10.2	10.9	11.7	10.7	10.9	11.5	12.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,540 8.4	5,370 6.9		6,770 8.7	6,460 8.3		6,460 8.3		4,590 5.9							
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)	DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,370 6.9	4,510 5.8		5,370 6.9	5,450 7.0		5,290 6.8		3,500 4.5							
	SHARE OF AUDIENCE %		29	25		28	25		24		16							
	AVG. AUD. BY ¼ HR.	%	7.3	6.6	5.6	6.0	6.7	7.1	6.9	7.1	6.8	6.9	4.6	4.3				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,510 5.8	5,290 6.8		4,590 5.9	3,030 3.9											
	NBC TV		BATMAN & SUPER 7 (OP)	BATMAN & SUPER 7 (OP)		JOHNNY QUEST (OP)	DRAWING POWER											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,730 4.8	4,360 5.6		3,730 4.8	2,490 3.2											
	SHARE OF AUDIENCE %		20	24		19	12											
	AVG. AUD. BY ¼ HR.	%	4.7	4.9	5.3	6.0	4.9	4.8	3.4	3.0								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.9	24.9	24.5	25.0	25.0	25.0	26.3	28.0	28.5	29.8	29.9	29.3	29.4	29.7	31.2	32.3
		WK. 2	23.7	23.7	23.0	23.2	24.1	26.0	27.4	27.7	28.4	28.8	28.7	29.1	28.1	29.0	29.6	31.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. NOV.8, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 1, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		9,490 12.2	{		19,530 25.1													
	ABC TV	{		(1) NCAA FOOTBALL POST GAME (3:15-3:41PM) (SUS-OP)	NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES ~ (3:41-7:00PM)(OP)(SUS-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{		8,250 10.6	{		7,940 10.2	{		10.6* 31 *	10.2* 29 *	{		9.8* 27 *	9.1* 23 *	{		10.6* 23 *	10.8* 22 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		31 11.6	{		26 10.3	{		31* 10.9	29* 10.4	{		27* 10.6	23* 10.7	{		23* 10.4	22* 11.5	22* 10.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{												11,670 15.0	{				11,510 14.8	
	CBS TV	{		CBS SPORTS SPECTACULAR (4:30-5:54PM)(S)(OP)												{		CBS SAT. NEWS- SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		5,760 7.4	{		5.2* 15 *	7.7* 20 *	{		9.8* 23 *	{		10,110 13.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		19 4.4	{		15* 5.9	20* 7.2	{		23* 8.3	{		24 10.4				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{												8,950 11.5	{				9,340 12.0	
	NBC TV	{		SPORTSWORLD-SAT												{		NBC NIGHTLY NEWS- SAT.		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		4,200 5.4	{		5.4* 16 *	5.6* 16 *	{		5.2* 14 *	{		7,940 10.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		15 5.4	{		16* 5.4	16* 5.9	{		14* 5.3	{		19 10.5				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{												20,230 26.0	{					
	ABC TV	{		NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES ~ (3:48-6:52PM)(SUS-OP)(OP)												{				
	AVERAGE AUDIENCE (Households (000) & %)	{		{		8,870 11.4	{		11.9* 37 *	11.8* 35 *	{		11.4* 32 *	11.5* 29 *	{		11.4* 26 *	9.9* 21 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		30 13.2	{		37* 13.6	35* 14.4	{		32* 12.2	29* 12.1	{		26* 11.3	21* 10.1	9.5 9.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{												9,570 12.3	{				9,490 12.2	
	CBS TV	{		CBS SPORTS SPECTACULAR												{		CBS SAT. NEWS- SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		4,900 6.3	{		5.1* 15 *	6.0* 17 *	{		7.7* 19 *	{		8,010 10.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		17 4.6	{		15* 5.6	17* 5.6	{		19* 7.9	{		20 7.5				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{												8,170 10.5	{				10,040 12.9	
	NBC TV	{		SPORTSWORLD-SAT												{		NBC NIGHTLY NEWS- SAT.		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		3,580 4.6	{		3.9* 12 *	4.9* 14 *	{		5.0* 14 *	{		9,020 11.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		14 3.5	{		12* 4.3	14* 4.8	{		14* 5.0	{		23 4.9				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	33.8	34.3	33.9	33.9	34.8	35.3	36.6	37.9	38.6	40.8	42.5	45.1	48.1	51.5	53.2	53.5		
		WK. 2	31.8	32.6	33.3	33.1	32.3	33.4	34.3	36.8	37.6	38.5	41.3	43.6	46.4	48.3	50.0	52.2		

U.S. TV Households: 77,800,000

(1) NCAA FOOTBALL GAME, VARIOUS TEAMS AND TIMES, ABC (12:23-4:03PM)

For explanation of symbols, See page A.

DAY SAT. NOV. 8, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 2, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %) {																
ABC TV																
(SUS-OP)																
(SUS-OP)																
(SUS-OP)																
KIDS ARE PEOPLE TOO I (10:30-11:07AM)																
2,410																
3.1 3.1*																
13 13 *																
2.9 3.3																
W	TOTAL AUDIENCE (Households (000) & %) {															
	700 1,240 5,990															
	.9 1.6 7.7															
	THREE ROBONIC STOOGES (SUS-OP)(OP) JASON OF STAR COMMAND (OP) SUNDAY MORNING FOR OUR TIMES (SUS)															
E	AVERAGE AUDIENCE (Households (000) & %) {															
	540 1,090 3,270															
	.7 1.4 4.2 3.9* 4.4* 4.3*															
	6 9 19 21* 20* 18*															
K	AVERAGE AUDIENCE (Households (000) & %) {															
	.6 .7 1.2 1.6 3.7 4.1 4.3 4.5 4.4 4.2															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR. %															
1	TOTAL AUDIENCE (Households (000) & %) {															
	NBC TV															
	(SUS-OP)															
	AVERAGE AUDIENCE (Households (000) & %) {															
W	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR. %															
	TOTAL AUDIENCE (Households (000) & %) {															
	ABC TV															
E	AVERAGE AUDIENCE (Households (000) & %) {															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR. %															
	TOTAL AUDIENCE (Households (000) & %) {															
E	620 860 6,070															
	.8 1.1 7.8															
	THREE ROBONIC STOOGES (OP) JASON OF STAR COMMAND (OP) SUNDAY MORNING FOR OUR TIMES (SUS)															
	AVERAGE AUDIENCE (Households (000) & %) {															
K	390 700 3,420															
	.5 .9 4.4 4.2* 4.8* 4.3*															
	5 7 23 24* 25* 20*															
	<< .7 .8 1.1 3.6 4.8 5.1 4.5 4.3 4.2															
2	TOTAL AUDIENCE (Households (000) & %) {															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %) {															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR. %															

TV HOUSEHOLDS USING TV WK. 1	3.8	5.3	6.7	8.3	10.5	13.8	15.8	17.3	19.4	21.3	23.2	23.6	23.9	24.6	23.7	23.9
(See Def. 1) WK. 2	3.6	4.2	5.6	7.3	9.6	11.1	13.2	15.1	17.0	18.9	19.2	19.9	20.9	21.4	20.7	21.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. NOV. 9, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 2, 1980

DAY SUN. NOV. 2, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,190 4.1		{ 3,190 4.1		{ 3,190 4.1		{ 2,100 2.7										
	ABC TV	{ KIDS ARE PEOPLE TOO II (11:07-11:30PM) (OP)(SUS-OP)		{ ISSUES AND ANSWERS SPEC. (SUS)		{ ISSUES AND ANSWERS		{ COLLEGE FOOTBALL '80										
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,800 3.6		{ 2,650 3.4		{ 1,480 1.9												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 3.6		{ 13 3.0		{ 6 1.9		{ 1.8										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,580 4.6		{ 8,090 10.4		{ 27,070 34.8												
	CBS TV	{ FACE THE NATION		{ CBS NFL FOOTBALL PRE GAME (SUS-OP)		{ CBS NFL FOOTBALL GAME I VARIOUS TEAMS AND TIMES ~ (1:00-7:34PM)(SUS-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,800 3.6		{ 5,990 7.7		{ 14,940 19.2		{ 14.8* 46 *		{ 17.9* 52 *		{ 20.2* 55 *		{ 20.4* 55 *				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 16 3.8		{ 27 6.9		{ 53 13.6		{ 15.9 17.4		{ 18.5 19.7		{ 20.6 19.8		{ 21.0				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,970 5.1		{ 6,150 7.9		{ 17,970 23.1												
	NBC TV	{ MEET THE PRESS (12:06-12:30PM) (SUS-OP)		{ NFL '80-NBC		{ NFL FOOTBALL GAME 1-NBC BALTIMORE VS KANSAS CITY SAN DIEGO VS CINCINNATI (1:00-4:21PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.5		{ 4,670 6.0		{ 7,390 9.5		{ 8.3* 27 *		{ 8.9* 26 *		{ 10.1* 27 *		{ 10.0* 27 *				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 18 4.3		{ 21 5.5		{ 26 8.0		{ 8.6 8.7		{ 9.1 10.1		{ 10.2 10.9		{ 9.2				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,720 3.5		{ 1,950 2.5		{ 3,890 5.0		{ 2,570 3.3										
	ABC TV	{ KIDS ARE PEOPLE TOO II (11:02-11:30AM) (OP)		{ ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ COLLEGE FOOTBALL '80										
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,260 2.9		{ 1,480 1.9		{ 3,030 3.9		{ 1,790 2.3										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 14 2.9		{ 8 1.5		{ 15 4.0		{ 8 2.2		{ 2.4								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,120 5.3		{ 7,860 10.1		{ 25,290 32.5												
	CBS TV	{ FACE THE NATION		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:02PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,270 4.2		{ 5,910 7.6		{ 12,760 16.4		{ 13.0* 42		{ 16.7* 45 *		{ 17.6* 45 *		{ 16.4* 41 *				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 19 3.9		{ 28 7.1		{ 42 12.3		{ 13.8 16.1		{ 17.3 18.1		{ 17.0 16.5		{ 16.2				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,970 5.1		{ 4,750 6.1		{ 17,190 22.1												
	NBC TV	{ MEET THE PRESS		{ NFL '80-NBC		{ NFL FOOTBALL GM 1-NBC(B) PITTSBURGH VS TAMPA BAY CLEVELAND VS BALTIMORE (1:00-5:08PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,110 4.0		{ 3,500 4.5		{ 8,790 11.3		{ 9.5* 29		{ 11.1* 31 *		{ 11.6* 30 *		{ 10.9* 27 *				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 17 3.9		{ 17 3.9		{ 8.9 10.2		{ 10.9 11.2		{ 11.3 12.0		{ 10.8 11.0						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.3	24.4	23.8	24.4	25.3	26.9	28.0	30.0	31.5	32.9	33.2	35.0	36.7	37.3	37.1	36.9
		WK. 2	20.4	22.0	23.0	23.6	25.0	26.1	27.1	29.7	33.4	35.6	36.9	38.2	39.5	40.2	40.8	42.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. NOV. 9, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 2, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)																
{																
ABC TV																
{																
AVERAGE AUDIENCE (Households (000) & %)																
{																
SHARE OF AUDIENCE %																
AVG. AUD. BY 1/4 HR. %																
{																
TOTAL AUDIENCE (Households (000) & %)																
{																
CBS TV																
{																
AVERAGE AUDIENCE (Households (000) & %)																
{																
SHARE OF AUDIENCE %																
AVG. AUD. BY 1/4 HR. %																
{																
TOTAL AUDIENCE (Households (000) & %)																
{																
NBC TV																
{																
AVERAGE AUDIENCE (Households (000) & %)																
{																
SHARE OF AUDIENCE %																
AVG. AUD. BY 1/4 HR. %																
{																
TOTAL AUDIENCE (Households (000) & %)																
{																
ABC TV																
{																
AVERAGE AUDIENCE (Households (000) & %)																
{																
SHARE OF AUDIENCE %																
AVG. AUD. BY 1/4 HR. %																
{																
TOTAL AUDIENCE (Households (000) & %)																
{																
CBS TV																
{																
AVERAGE AUDIENCE (Households (000) & %)																
{																
SHARE OF AUDIENCE %																
AVG. AUD. BY 1/4 HR. %																
{																
TOTAL AUDIENCE (Households (000) & %)																
{																
NBC TV																
{																
AVERAGE AUDIENCE (Households (000) & %)																
{																
SHARE OF AUDIENCE %																
AVG. AUD. BY 1/4 HR. %																
{																
TOTAL AUDIENCE (Households (000) & %)																
{																
TV HOUSEHOLDS USING TV WK. 1																
(See Def. 1) WK. 2																

U.S. TV Households: 77,800,000

(1) NFL FOOTBALL POST 2-NBC, NBC, (6:46-7:00PM)

(2) CBS NFL FOOTBALL POST(B), CBS, (4:05-4:18PM)

For explanation of symbols, See page A.

DAY SUN. NOV. 9, 1980

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ED CLARK FOR PRES COMM-1(S)	2	8.00- 8.05PM	8.00														
ABC REAGAN/BUSH COMM. 2(S)	2	8.05- 8.24PM	+GRID 8.15								11,830	15.2	9,490	12.2	19	12.2	
ABC CARTER/MONDALE COMM. 2(S)	2	8.24- 8.43PM	+GRID 8.30								7,780	10.0	6,690	8.6	13	8.1	
ABC CARTER/MONDALE COMM. 1(S)	1	8.55- 8.59PM	8.45	14,700	18.9	12,840	16.5	25	16.5		6,920	8.9	6,300	8.1	13	8.3	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-11.41PM	+GRID	28,400	36.5	15,020	19.3	32									
	2	9.00-12.23AM	+GRID 11.00								30,960	39.8	15,720	20.2	37		
			11.15				16.0*	32*	16.7							19.1	
			11.30						15.3					18.5*	37*	17.8	
			11.45						15.9					17.1*	42*	17.8	
			12.00											17.1*	42*	16.4	
			12.15											14.7*	41*	15.3	
	1	11.41-11.47PM	(SUS)													13.5	
	2	12.23-12.28AM	(SUS)														
CBS ED CLARK FOR PRESIDENT-2(S)	2	9.24- 9.29PM	9.15														
NBC ANDERSON POLITICAL-MON.(S)	1	10.55-11.00PM	10.45	11,510	14.8	10,110	13.0	25	13.0		14,940	19.2	13,380	17.2	25	17.2	
NBC CARTER/MONDALE POLIT.-MO.(S)	2	10.45-10.50PM	10.45								5,370	6.9	4,820	6.2	13	6.2	
NBC ED CLARK-PRES.-MON 1(S)	2	10.55-11.00PM	10.45								6,300	8.1	5,370	6.9	14	6.9	
NBC NAT'L REP CONGRESS. COMM.(S)	2	10.50-10.55PM	10.45								4,900	6.3	4,670	6.0	12	6.0	
EVENING TUESDAY																	
ABC ABC NEWSBRIEF(SUS)	1	9.28- 9.29PM	9.15														
CBS ED CLARK FOR PRESIDENT(S)	1	9.24- 9.28PM	9.15	15,560	20.0	13,930	17.9	26	17.9								
CBS CAMPAIGN '80:ELECT-11.00P(SUS)	2	11.00-11.30PM	11.00														
NBC DECISION'80-ELECT-11.00P(SJS)	2	11.00-11.30PM	11.00														
EVENING WEDNESDAY																	
ABC VEGA\$ FILL(SUS)	2	10.55-11.00PM	10.45														
CBS REAGAN FOR PRES.-WED 1(S)	1	10.56-11.00PM	10.45	15,170	19.5	13,930	17.9	33	17.9								
NBC CARTER/MONDALE-POLIT.-WED(S)	1	10.55-11.00PM	10.45	8,090	10.4	6,770	8.7	16	8.7								
EVENING THURSDAY																	
ABC ANDERSON COMMITTEE 3(S)	1	10.56-11.00PM	10.45	10,660	13.7	9,650	12.4	23	12.4								
NBC ED CLARK-PRES.-THU.(S)	1	10.55-11.00PM	10.45	9,490	12.2	8,400	10.8	20	10.8								
EVENING FRIDAY																	
ABC ABC FRIDAY NIGHT MOVIE	2	9.00-11.20PM	+GRID 11.00 11.15								18,910	24.3	11,050	14.2	23	16.5	
														16.0*	30*	14.4	
CBS J.CARTER FOR PRES. 3(S)	1	10.56-11.00PM	10.45	16,180	20.8	14,940	19.2	37	19.2								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT. CONT'D	2	9.28- 9.29PM	9.15								18,830	24.2	18,830	24.2	41	24.2	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SATURDAY-CONT'D																	
ABC ABC NEWSBRIEF-SAT.-CONT'D	1	9.58- 9.59PM	9.45	18,130	23.3	18,130	23.3	40	23.3								
ABC REAGAN/BUSH COMM. 2(S)	1	10.56-11.00PM	10.45	15,330	19.7	14,240	18.3	35	18.3								
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	8,480	10.9	8,480	10.9	18	10.9			8,790	11.3	8,790	11.3	19	11.3
CBS J.CARTER FOR PRES.-4(S)	1	10.56-11.00PM	10.45	12,290	15.8	11,280	14.5	28	14.5								
NBC NBC NEWS UPDATE-SAT.		9.04- 9.05PM	9.00	10,810	13.9	10,810	13.9	23	13.9			10,110	13.0	10,110	13.0	22	13.0
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		7.58- 7.59PM	7.45	10,270	13.2	10,270	13.2	20	13.2			11,590	14.9	11,590	14.9	22	14.9
ABC GOOD MORNING AMER SPEC.(SUS)	2	10.38-11.00PM	10.30														
ABC ED CLARK FOR PRES. COMM 2(S)	1	10.55-11.00PM	10.45	8,320	10.7	7,160	9.2	16	9.2								
ABC ABC SPEC. REPORT SUN. 1(SUS)	1	4.27- 4.28AM	4.15														
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	16,570	21.3	16,570	21.3	31	21.3			21,630	27.8	21,630	27.8	39	27.8
CBS ANDERSON FOR PRES.-SUN 3(S)	1	10.56-11.00PM	10.45	12,680	16.3	11,590	14.9	25	14.9								
NBC NBC NEWS UPDATE-SUN.	1	8.58- 8.59PM	8.45	16,650	21.4	16,650	21.4	31	21.4								
	2	9.10- 9.11PM	9.00									10,580	13.6	10,580	13.6	19	13.6
NBC NBC NEWS FOLLOW-UP(SUS)	2	10.52-11.00PM	10.45														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	>	8.45 9.15 9.45		13,460	17.3	12,990	16.7	27	16.2 20.2 15.1	MWTHF WED. THU.	11,510	14.8	11,510	14.8	23	14.0 17.4 9.2	MWTHF THU. TUE.
ABC '80 VOTE-11.30 PM(S)	2	11.30-11.53PM	11.30 11.45								9,100	11.7	7,240	9.3	19	9.2 9.4	TUE. TUE.
ABC ABC NEWS:NIGHTLINE T-TH	2	11.53-11.55PM	(SUS)	8,710	11.2	6,690	8.6	32	9.7	TU-TH	8,170	10.5	5,210	6.7	26	8.6	W & TH
	>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15					7.7*	25*	9.0	TU-TH				8.1*	25*	7.6	W & TH
							10.7*	39*	9.4	TU & W				7.1*	27*	7.3	WED.
									10.0	TU & W						6.8	WED.
									7.6	TUE.						5.8	WED.
									5.8	TUE.						5.0	WED.
									4.6	TUE.						4.5	WED.
ABC FRIDAYS	1	11.44-12.54AM	11.30 11.45 12.00 12.15 12.30 12.45	7,080	9.1	4,510	5.8	21	8.2 6.7 6.6 5.5 5.2 4.3	FRI. FRI. FRI. FRI. FRI. FRI.							
ABC '80 VOTE-11.55 PM(S)	2	11.55-12.23AM	11.45 12.00 12.15								8,870	11.4	6,920	8.9	21	9.6 9.4 7.4	TUE. TUE. TUE.
ABC CHARLIE'S ANGELS-11.30 CONT'D	2	12.23-12.30AM	(SUS)	5,130	6.6	3,350	4.3	19	5.0	THU.	4,430	5.7	3,350	4.3	19	4.5	THU.
		11.50-12.57AM	11.45														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC CHARLIE'S ANGELS-11.30-CONT'D																			
			12.00																
			12.15					4.2*	17*	4.6	THU.				4.5	THU.			
			12.30							3.9	THU.			4.4*	18*	4.4	THU.		
			12.45					4.1*	23*	4.2	THU.				4.2	THU.			
ABC FRIDAYS	2	11.51- 1.01AM	11.45							4.0	THU.	9,570	12.3	5,840	4.1*	23*	4.0	THU.	
			12.00													9.0	FRI.		
			12.15													8.4	FRI.		
			12.30												8.0*	25*	7.6	FRI.	
			12.45													7.1	FRI.		
			1.00												6.6*	26*	6.1	FRI.	
ABC LOVE BOAT-11.30	1	12.01- 1.08AM	12.00	4,900	6.3	3,500	4.5	25		5.0	WED.					5.0	FRI.		
			12.15					4.7*	22*	4.4	WED.								
			12.30							4.3	WED.								
			12.45					4.3*	27*	4.4	WED.								
			1.00							4.1	WED.								
ABC ABC NEWS:NIGHTLINE MON	1	12.18-12.41AM	12.15	5,060	6.5	4,590	5.9	28		6.0	MON.								
			12.30							5.7	MON.								
ABC '80 VOTE -12.30 AM(S)	2	12.30-12.53AM	12.30									4,900	6.3	4,280	5.5	18	5.7	TUE.	
			12.45														5.2	TUE.	
	2	12.53- 1.00AM (SUS)																	
ABC ABC NEWS:NIGHTLINE MON	2	12.59- 1.24AM	12.45									3,890	5.0	3,500	4.5	31	5.4	MON.	
			1.00														4.7	MON.	
			1.15														3.9	MON.	
ABC CARTER/MONDALE COMM.4(S)	1	12.57- 1.02AM	12.45	2,410	3.1	2,260	2.9	19		3.0	THU.								
			1.00							2.7	THU.								
ABC POLICE WOMAN-THU.	2	12.57- 1.40AM	12.45									2,960	3.8	2,260	2.9	22	3.2	THU.	
			1.00														3.2	THU.	
			1.15												3.0*	23*	2.9	THU.	
			1.30														2.6	THU.	
	2	1.40- 2.06AM (SUS)																	
ABC '80 VOTE-1.00 AM(S)	2	1.00- 1.23AM	1.00									4,200	5.4	3,420	4.4	18	4.6	TUE.	
			1.15														4.2	TUE.	
	2	1.23- 1.30AM (SUS)																	
ABC POLICE WOMAN-THU.	1	1.02- 1.44AM	1.00	2,960	3.8	2,330	3.0	24		3.1	THU.								
			1.15					3.1*	24*	3.1	THU.								
			1.30							2.7	THU.								
	1	1.44- 2.11AM (SUS)																	
ABC POLICE WOMAN-WED.	1	1.12- 1.43AM	1.00	3,030	3.9	2,650	3.4	28		3.5	WED.								
			1.15							3.4	WED.								
			1.30							3.3	WED.								
	1	1.43- 2.22AM (SUS)																	
ABC REAGAN/BUSH COMM.4(S)	1	1.08- 1.12AM	1.00	2,650	3.4	2,570	3.3	24		3.3	WED.								
ABC LOVE BOAT-11.30	2	1.18- 2.21AM	1.15									2,880	3.7	2,180	2.8	27	2.7	WED.	
			1.30														2.8	WED.	
			1.45												2.7*	26*	2.7	WED.	
CONT'D																			

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC LOVE BOAT-11.30-CONT'D			2.00 2.15 (SUS)													3.0 3.0	WED. WED.
ABC '80 VOTE-1.30 AM(S)	2	2.21- 2.27AM	1.30 1.45 (SUS)								2,800	3.6	2,410	3.1	17	3.2 2.9	TUE. TUE.
CBS NEWSBREAK-M-F	2	1.52- 2.41AM	8.45 9.00 >	13,540	17.4	13,150	16.9	27	17.1 16.5	M-F TUE.	14,390	18.5	14,390	18.5	29	18.5	MTWTF
CBS ANDERSON FOR PRES.-TUE 1(S)	1	11.41-11.45PM	11.30	7,470	9.6	6,770	8.7	22	8.7	TUE.							
CBS CAMPAIGN '80:ELECT-11.30P(S)	2	11.30-12.00MD	11.30 11.45								11,440	14.7	9,570	12.3	25	12.8 11.7	TUE. TUE.
CBS CAMPAIGN '80:WHT HAPPENED(S)	2	11.30-12.00MD	11.30 11.45								6,540	8.4	5,520	7.1	22	7.5 6.6	WED. WED.
CBS CAMPAIGN COUNTDOWN-WED(S)	1	11.30-12.00MD	11.30 11.45	6,070	7.8	4,590	5.9	21	6.6 5.3	WED. WED.							
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15	6,220	8.0	4,050	5.2 7.0*	21 21*	7.2 6.9 5.7 5.0	M-F MTHF M-F M-F	7,160	9.2	5,130	6.6 7.5*	22 21*	7.7 7.2 6.1 6.0	MTWTF MTHF MTHF MTHF
			12.30 12.45 1.00 1.15 VARIOUS TIMES (SUS)				3.4* 2.8*	19* 21*	4.6 3.3 2.9 2.4	M F M-F TU & W TU & W						6.3	MTHF
CBS CAMPAIGN COUNTDOWN-TUE(S)	1	11.46-12.15AM	11.45 12.00	6,690	8.6	5,520	7.1	22	7.6 6.7	TUE. TUE.	10,350	13.3	7,240	9.3	23	11.5 7.1	TUE. TUE.
CBS CAMPAIGN '80:ELECT-12.00M(S)	2	12.00-12.30AM	12.00 12.15								5,910	7.6	4,510	5.8	19	6.1 5.5	TUE. TUE.
CBS CAMPAIGN '80:ELECT-12.30A(S)	2	12.30 1.00AM	12.30 12.45								4,510	5.8	3,810	4.9	28	4.8 5.2 4.8 4.4	MTHF MTHF MTHF MTHF
CBS LATE MOVIE II		>	12.30 12.45 1.00 1.15 1.30 1.45 2.00 VARIOUS TIMES (SUS)	3,350	4.3	2,800	3.6 4.0* 2.1*	25 27* 24*	5.2 4.4 4.2 3.4 2.0 2.2 2.1	MTWTHF MTHF MTWTHF MTWTHF TUE. TUE. TUE.						4.7* 30*	
CBS CAMPAIGN '80:ELECT-1.00A(S)	2	1.00- 1.30AM	1.00 1.15								5,520	7.1	3,890	5.0	20	5.4 4.7	TUE. TUE.
CBS CAMPAIGN '80:ELECT-1.30A(S)	2	1.30- 2.00AM	1.30 1.45								3,810	4.9	3,030	3.9	22	4.1 3.6	TUE. TUE.
CBS CAMPAIGN '80:ELECT-2.00A(S)	2	2.00- 2.30AM	2.00 2.15								2,410	3.1	2,020	2.6	20	2.7 2.5	TUE. TUE.
CBS CAMPAIGN '80:ELECT-2.30A(S)	2	2.30- 2.44AM	2.30								1,790	2.3	1,400	1.8	18	1.8	TUE.

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				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS UPDATE-M-F		>	8.45 9.00 9.15	12,450	16.0	12,450	16.0	25	16.4 15.5	M-F TU & F	12,680	16.3	12,680	16.3	25	18.5 13.8 19.2	MWTHF MTHF MTHF
NBC ANDERSON POLITICAL-TUE.(S)	1	11.38-11.43PM	11.30	8,560	11.0	7,780	10.0	22	10.0	TUE.							
NBC DECISION '80 DEBATE(SUS)	1	11.43-12.00MD	11.30							TUE.							
NBC DECISION '80-ELECT-11.30P(S)	2	11.30-11.53PM	11.30								9,410	12.1	7,700	9.9	20	9.9	TUE.
	2	11.53-12.00MD (SUS)	11.45													9.9	TUE.
NBC TONIGHT SHOW		>	11.30 11.45 12.00 12.15 12.30 12.45	8,090	10.4	4,980	6.4	23	7.8 7.3 6.3 5.8 4.0	M-F MWTHF M-F M-F TUE.	8,950	11.5	5,680	7.3	24	8.4 7.7 7.2 6.1	MWTHF MWTHF MWTHF MWTHF
							7.6*	24*						8.0*	23*		
							6.1*	24*						6.6*	24*		
							3.7*	18*									
NBC DECISION '80 ELECT-12.00M(S)	2	12.00-12.23AM	12.00								8,400	10.8	6,770	8.7	21	8.8	TUE.
	2	12.23-12.30AM (SUS)	12.15													8.4	TUE.
NBC DECISION '80-ELECT-12.30A(S)	2	12.30-12.53AM	12.30								5,910	7.6	4,980	6.4	20	6.6	TUE.
	2	12.53-1.00AM (SUS)	12.45													6.1	TUE.
NBC MIDNIGHT SPECIAL		12.30-2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	5,680	7.3	3,030	3.9	21	5.3 4.2 4.1 3.6 3.4 2.9	FRI. FRI. FRI. FRI. FRI. FRI.	5,760	7.4	2,800	3.6	18	5.1 4.0 4.0 3.4 2.7 2.5	FRI. FRI. FRI. FRI. FRI. FRI.
							4.7*	21*						4.6*	18*		
							3.9*	21*						3.7*	19*		
							3.2*	24*						2.6*	17*		
NBC TOMORROW SHOW -1		>	12.30 12.45 1.00 1.15	3,350	4.3	2,570	3.3	20	4.0 3.3 2.4 2.4	M-TH MWTH TUE. TUE.	3,420	4.4	2,800	3.6	19	4.0 3.1	MWTH MWTH
NBC DECISION '80-ELECT-1.00A(S)	2	1.00-1.23AM	1.00								5,130	6.6	4,280	5.5	22	5.8	TUE.
	2	1.23-1.30AM (SUS)	1.15													5.1	TUE.
NBC TOMORROW SHOW-2		>	1.00 1.15 1.30 1.45 2.00 2.15	2,330	3.0	1,710	2.2	21	2.8 2.5 2.0 1.9 1.7 1.4	M-TH MWTH M-TH M-TH TUE. TUE.	2,650	3.4	1,790	2.3	19	2.8 2.6 2.1 1.9	MWTH MWTH MWTH MWTH
							2.6*	20*						2.7*	20*		
							1.9*	19*						2.0*	19*		
							1.5*	22*									
NBC DECISION '80-ELECT-1.30A(S)	2	1.30-2.00AM	1.30 1.45								3,420	4.4	2,800	3.6	20	3.9 3.3	TUE. TUE.
DAY MONDAY-FRIDAY																	
ABC ANDERSON COMMITTEE 1(S)	1	8.56-9.00AM	8.45	5,290	6.8	4,900	6.3	31	6.3	MON.							
ABC CARTER/MONDALE COMM. 2(S)	1	8.56-9.00AM	8.45	5,450	7.0	5,060	6.5	30	6.5	WED.							
ABC ED CLARK FOR PRES COMM-1(S)	1	8.56-9.00AM	8.45	4,200	5.4	3,890	5.0	26	5.0	FRI.							

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				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			%	HOUSEHOLDS	%	HOUSEHOLDS	%			SHARE	%
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	(000)	%	%	%		
DAY MONDAY-FRIDAY-CONT'D																			
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,300	8.1	6,150	7.9	29	7.9	M-F	6,770	8.7	6,610	8.5	31	8.5	M-F		
ABC ONE LIFE TO LIVE	2	>	→GRID								9,340	12.0	7,000	9.0	33	8.9	M-F		
			2.15											8.8*	33*	8.9	MTUWF		
			2.30													8.7	M-F		
			2.45											9.2*	34*	9.4	M-F		
			3.00													9.0	THU.		
			3.15											9.4*	34*	9.8	THU.		
ABC REAGAN PRESS CONF-ABC(SUS)	2	2.00- 2.39PM	2.00																
ABC ANDERSON COMMITTEE 2(S)	1	2.54- 3.00PM	2.45	7,550	9.7	6,850	8.8	32	8.8	TUE.									
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F		
ABC GENERAL HOSPITAL	2	>	→GRID								10,970	14.1	8,790	11.3	38	11.8	M-F		
			3.15											11.4*	40*	11.6	MTUWF		
			3.30													11.5	M-F		
			3.45											11.5*	38*	11.5	M-F		
			4.00													10.0	THU.		
			4.15											10.3*	33*	10.6	THU.		
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F		
ABC REAGAN/BUSH COMM.1(S)	2	3.54- 4.00PM	3.45								7,620	9.8	6,540	8.4	31	8.4	MON.		
ABC CARTER/MONDALE COMM.1(S)	2	4.26- 4.30PM	4.15								3,190	4.1	2,720	3.5	12	3.5	MON.		
ABC CARTER/MONDALE COMM.3(S)	1	4.26- 4.30PM	4.15	3,190	4.1	2,960	3.8	12	3.8	THU.									
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	9,020	11.6	5,990	7.7	21	7.4	WED.									
			4.45						6.9	WED.									
			5.00						7.2*	21*									
			5.15						7.8	WED.									
									8.6	WED.									
									8.2*	21*									
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS SUNRISE SEMESTER MWJ(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS MORNING-CHARLES KURALT	2	>	→GRID								5,130	6.6	2,720	3.5	17	3.6	M-F		
			8.15													3.3	TU & W		
			8.30													3.4	TU & W		
			8.45											3.3*	15*	3.4	TU & W		
CBS MAGAZINE(S)	2	10.00-11.00AM	10.00								4,900	6.3	3,270	4.2	22	4.2	THU.		
			10.15											4.1*	21*	3.9	THU.		
			10.30													4.4	THU.		
			10.45											4.3*	24*	4.2	THU.		
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,210	6.7	5,060	6.5	31	6.5	M-F	4,900	6.3	4,750	6.1	28	6.1	M-F		
CBS J.CARTER FOR PRES.-1(S)	1	12.55-12.59PM	12.45	5,680	7.3	5,520	7.1	30	7.1	TUE.									
CBS ANDERSON FOR PRES.-WED 2(S)	1	1.54- 1.59PM	1.45	6,540	8.4	5,680	7.3	28	7.3	WED.									
CBS AS THE WORLD TURNS	2	>	→GRID								7,310	9.4	5,910	7.6	28	7.8	M-F		
			2.15											7.7*	29*	7.6	MTUWF		
			2.30													7.6	M-F		
			2.45											7.6*	28*	7.5	M-F		
CBS REAGAN PRESS CONF.-CBS(SUS)	2	2.00- 2.36PM	2.00														THU.		
CBS ED CLARK FOR PRESIDENT-1(S)	2	2.54- 2.59PM	2.45								6,380	8.2	5,760	7.4	28	7.4	MON.		

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				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS REAGAN FOR PRES.-FRI 2(S)	1	2.54- 2.59PM	2.45	5,680	7.3	5,210	6.7	28	6.7	FRI.							
CBS ANDERSON FOR PRES.-MON(S)	2	3.53- 3.57PM	3.45								5,760	7.4	5,210	6.7	24	6.7 MON.	
CBS J.CARTER FOR PRES.-2(S)	1	3.53- 3.57PM	3.45	6,150	7.9	5,760	7.4	25	7.4	THU.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,520	7.1	5,290	6.8	22	6.8	M-F	5,290	6.8	5,130	6.6	22	6.6 M-F	
CBS BODY HUMAN:FACTS-BOYS(S)	2	4.00- 4.30PM	4.00 4.15								8,090	10.4	6,540	8.4	27	8.1 THU. 8.6 THU.	
NBC ANDERSON POLITICAL-MON 2(S)	2	8.55- 9.00AM	8.45								5,130	6.6	4,820	6.2	30	6.2 MON.	
NBC REAGAN/BUSH POLITICAL-WED(S)	1	11.30-12.00NN	11.30 11.45	3,030	3.9	2,410	3.1	14	3.0 3.2	WED. WED.							
NBC ED CLARK-PRES.-MON 2(S)	2	1.55- 2.00PM	1.45								3,660	4.7	3,030	3.9	15	3.9 MON.	
NBC ANOTHER WORLD	2	>	-GRID 2.15 2.30 2.45								4,510	5.8	3,500	4.5 4.6*	17 17*	4.5 M-F 4.5 MTUWTF 4.4 M-F	
NBC REAGAN PRESS CONF.-NBC(SUS)	2	2.00- 2.37PM	2.00											4.4*	16*	4.4 THU.	
NBC CARTER/MONDALE POLIT.-MON(S)	2	2.55- 3.00PM	2.45								3,500	4.5	3,110	4.0	15	4.0 MON.	
NBC CARTER/MONDALE POLIT.-TUE(S)	1	3.55- 4.00PM	3.45	4,120	5.3	3,270	4.2	13	4.2	TUE.							
NBC REAGAN/BUSH POLIT.-MON 2(S)	2	3.55- 4.00PM	3.45								3,730	4.8	3,030	3.9	14	3.9 MON.	
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	5,290	6.8	4,980	6.4	30	6.4		4,510	5.8	4,280	5.5	28	5.5	
ABC SCHOOLHOUSE ROCK-9.26AM	1	9.26- 9.29AM	9.15	5,600	7.2	5,450	7.0	33	7.0								
ABC RICHIE RICH	2	9.30-10.01AM	-GRID 10.00								6,850	8.8	5,910	7.6	31	8.2	
ABC SCOOBY & SCRAPPY DOO-1(S)	1	9.30- 9.58AM	-GRID 9.45	6,540	8.4	5,840	7.5	27	7.7								
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	5,910	7.6	5,520	7.1	25	7.1		5,910	7.6	5,370	6.9	26	6.9	
ABC SCHOOLHOUSE ROCK-10.56AM	2	10.56-10.59AM	10.45								5,290	6.8	4,900	6.3	26	6.3	
ABC DEAR ALEX & ANNIE(B)	1	11.55-11.59AM	11.45	4,280	5.5	3,890	5.0	22	5.0								
ABC DEAR ALEX & ANNIE-11.55AM	2	11.55-11.59AM	11.45								4,750	6.1	3,890	5.0	23	5.0	
ABC NCAA FOOTBALL PRE GAME	1	12.00-12.29PM	-GRID 12.15	4,510	5.8	3,660	4.7	20	4.8								
ABC NCAA FOOTBALL GAME	2	12.30- 3.48PM	-GRID 3.45								18,520	23.8	8,790	11.3	38	13.6	
ABC ABC HALFTIME REPORT 1(SUS)	1	5.13- 5.18PM	5.00														
ABC HALF TIME REPORT-5.01(SUS)	2	5.01- 5.06PM	5.00														
ABC HALF TIME REPORT-5.11(SUS)	2	5.11- 5.17PM	5.00														
ABC ABC HALFTIME REPORT 2(SUS)	1	5.17- 5.21PM	5.15														
ABC ABC HALFTIME REPORT 3(SUS)	1	5.18- 5.23PM	5.15														
ABC ABC HALFTIME REPORT 4(SUS)	1	5.21- 5.27PM	5.15														
ABC ABC HALFTIME REPORT 5(SUS)	1	5.28- 5.33PM	5.15														
ABC HALF TIME REPORT-5.29(SUS)	2	5.29- 5.35PM	5.15														

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
ABC NCAA FOOTBALL POST 2	2	6.52- 7.00PM	6.45														
ABC NCAA FOOTBALL POST 2(B)	1	6.50- 7.00PM	6.45	4,050	5.2	4,050	5.2	10	5.2		9,800	12.6	7,700	9.9	20	9.9	
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,270	4.2	2,880	3.7	22	3.7		3,270	4.2	2,960	3.8	25	3.8	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,590	5.9	4,430	5.7	28	5.7		4,980	6.4	4,670	6.0	30	6.0	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	7,470	9.6	7,080	9.1	39	9.1		6,380	8.2	6,220	8.0	35	8.0	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	8,090	10.4	7,780	10.0	38	10.1		7,860	10.1	7,620	9.8	40	9.9	
		10.00							10.0							9.8	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,220	8.0	6,150	7.9	31	7.9		5,990	7.7	5,840	7.5	31	7.5	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,210	6.7	4,980	6.4	26	6.4		5,290	6.8	4,980	6.4	27	6.4	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,290	6.8	4,900	6.3	25	6.3		5,130	6.6	4,750	6.1	26	6.1	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	5,210	6.7	4,900	6.3	25	6.3		5,760	7.4	5,290	6.8	26	6.8	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,210	6.7	4,900	6.3	23	6.3		5,840	7.5	5,450	7.0	25	7.0	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,900	6.3	4,750	6.1	20	6.1		5,370	6.9	4,820	6.2	22	6.2	
CBS REAGAN FOR PRES.-SAT 3(S)	1	5.54- 5.59PM	5.45	8,950	11.5	8,170	10.5	24	10.5								
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	3,270	4.2	3,270	4.2	27	4.2		3,030	3.9	2,960	3.8	26	3.8	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,720	3.5	2,720	3.5	18	3.5		2,960	3.8	2,800	3.6	19	3.6	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,500	4.5	3,420	4.4	19	4.4		2,960	3.8	2,880	3.7	17	3.7	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,810	4.9	3,730	4.8	19	4.8		2,800	3.6	2,650	3.4	14	3.4	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,580	4.6	3,270	4.2	17	4.2		3,270	4.2	3,030	3.9	16	3.9	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	3,970	5.1	3,970	5.1	20	5.1		4,050	5.2	3,970	5.1	21	5.1	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,280	5.5	4,120	5.3	21	5.3		3,730	4.8	3,660	4.7	20	4.7	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	5,130	6.6	4,980	6.4	25	6.4		4,590	5.9	4,430	5.7	24	5.7	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,810	4.9	3,660	4.7	19	4.7		3,730	4.8	3,350	4.3	17	4.3	
DAY SUNDAY																	
ABC ABC SPEC. REPORT SUN. 2(SUS)	1	8.02- 8.05AM	8.00														
ABC ABC SPEC. REPORT SUN. 3(SUS)	1	9.01- 9.05AM	9.00														
ABC ABC SPEC. REPORT SUN. 4(SUS)	1	10.00-10.04AM	10.00														
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.07AM	+GRID	3,660	4.7	2,410	3.1	13			2,410	3.1	1,870	2.4	11		
	2	10.30-11.02AM	+GRID													2.9	
		11.00							3.1								
ABC ABC SPEC. REPORT SUN. 5(SUS)	1	11.07-11.11AM	11.00														
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,110	4.0	2,880	3.7	15	3.7		2,410	3.1	2,330	3.0	14	3.0	
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45								1,950	2.5	1,790	2.3	10	2.3	
ABC ABC SPEC. REPORT SUN. 6(SUS)	1	4.24- 4.26PM	4.15														
ABC ABC SPEC. REPORT SUN. 7(SUS)	1	6.21- 6.24PM	6.15														
CBS CBS NEWS SPEC.RPT-SUN 1(SUS)	1	8.00- 8.11AM	8.00														
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	780	1.0	700	.9	7	.9		620	.8	620	.8	8	.8	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,320	1.7	1,240	1.6	10	1.6		1,090	1.4	930	1.2	8	1.2	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SUNDAY-CONT'D																	
CBS CBS NEWS SPEC.RPT-SUN 2(SUS)	1	12.30-12.31PM	12.30														
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.03PM	+GRID	27,070	34.8	14,940	19.2	53			25,290	32.5	12,760	16.4	42		
	2	1.00- 4.05PM	+GRID						21.2							15.1	
			4.00														
CBS CBS NEWS SPEC.RPT-SUN 3(SUS)	1	2.30- 2.32PM	2.30														
CBS CBS NEWS SPEC.RPT-SUN 4(SUS)	1	6.20- 6.25PM	6.15														
NBC NBC REPORT(SUS)	1	10.00-10.03AM	10.00														
NBC SPECIAL REPORT-NBC(SUS)	1	12.00-12.06PM	12.00														
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.19PM	+GRID	17,970	23.1	7,390	9.5	26									
			4.15						11.0								
NBC NFL FOOTBALL GM 1-NBC(B)	2	1.00- 4.11PM	+GRID								17,190	22.1	8,790	11.3	29		
			4.00													12.9	
NBC NFL FOOTBALL GAME 2-NBC	1	4.21- 6.46PM	+GRID	23,810	30.6	12,210	15.7	34									
			6.45						16.2								
NBC NFL FTBL. POST 2-NBC(B)	2	6.51- 7.00PM	6.45								8,170	10.5	6,610	8.5	15	8.5	